

**The New Colgate Total Formula.**

Dr. O'Keefe: Join me as I visit the exhibit floor at the PDC, where next I'm going to speak with Dr. Mathilde Hernandez of Colgate. There's Mathilde now, so looking forward to catching up with her and asking her about the new Colgate Total.

Dr. Hernandez: Well John, I'm excited because you and all of the PDC attendees are the first ones to know that we have a new Colgate Total for Malaysia. This multi-benefit formula has been renewed and revamped for more than 25-years and really is a breakthrough. Now, the new formula contains dual-sync combined with Arginine to bring elevated and new benefits.

Dr. O'Keefe: Why is it special?

Dr. Hernandez: I think in this 25-years, many things have changed. Patients are looking for having the most complete job that they can do. And many toothpastes only protect up to 20% of the mouth and that is only the teeth. With the new Colgate Total, we really have a whole mouth protection, whole mouth health, protecting 100% of the mouth surfaces. That includes teeth, tongue, cheeks and gums and even saliva.

Dr. O'Keefe: And why should I recommend this as opposed to another toothpaste?

Dr. Hernandez: Well, if you want your patients, you as a coach, as a dentist that coaches your patients to better oral health or a complete whole mouth health, this is an option that will make sure your patients are compliant with the best job they can do. This toothpaste had plaque benefits, tartar reduction, gingivitis, calculus, and, of course, new benefits like anti-sensitivity, other neutralization and many more.

Dr. O'Keefe: How do I get more information about the product?

Dr. Hernandez: Well, we have [www.ColgateProfessional.ca](http://www.ColgateProfessional.ca) where you will get more information in there. And I hope they can go and visit, [www.ColgateProfessional.ca](http://www.ColgateProfessional.ca).

Dr. O'Keefe: And, I guess, share the news with the whole dental team?

Dr. Hernandez: Please, please do. Please visit us here at PDC. I'm looking forward to seeing you.

Dr. O'Keefe: Dr. Matilde Hernandez, thank you ever so much.

Dr. Hernandez: Thank you, Dr. O'Keefe.