

# Colgate-Palmolive Philippines Inc in Beauty and Personal Care (Philippines)

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## Abstracts

Colgate-Palmolive Philippines Inc is expected to continuously launch new toothpaste variants to secure its lead in oral care and address the maturity of the category. Children, meanwhile, are set to remain an important target audience for its marketing activities as Colgate-Palmolive is engaged in attempts to instil proper oral hygiene habits at an early age. Product innovation in mouthwashes/dental rinses and toothbrushes is also expected to be consistent, coupled with educational campaigns...

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