

The Colgate logo, featuring the brand name in a white serif font above a white smile icon, all set against a red circular background.

Make your  
recommendations...



How it works

Portfolio

Go Direct



How it works

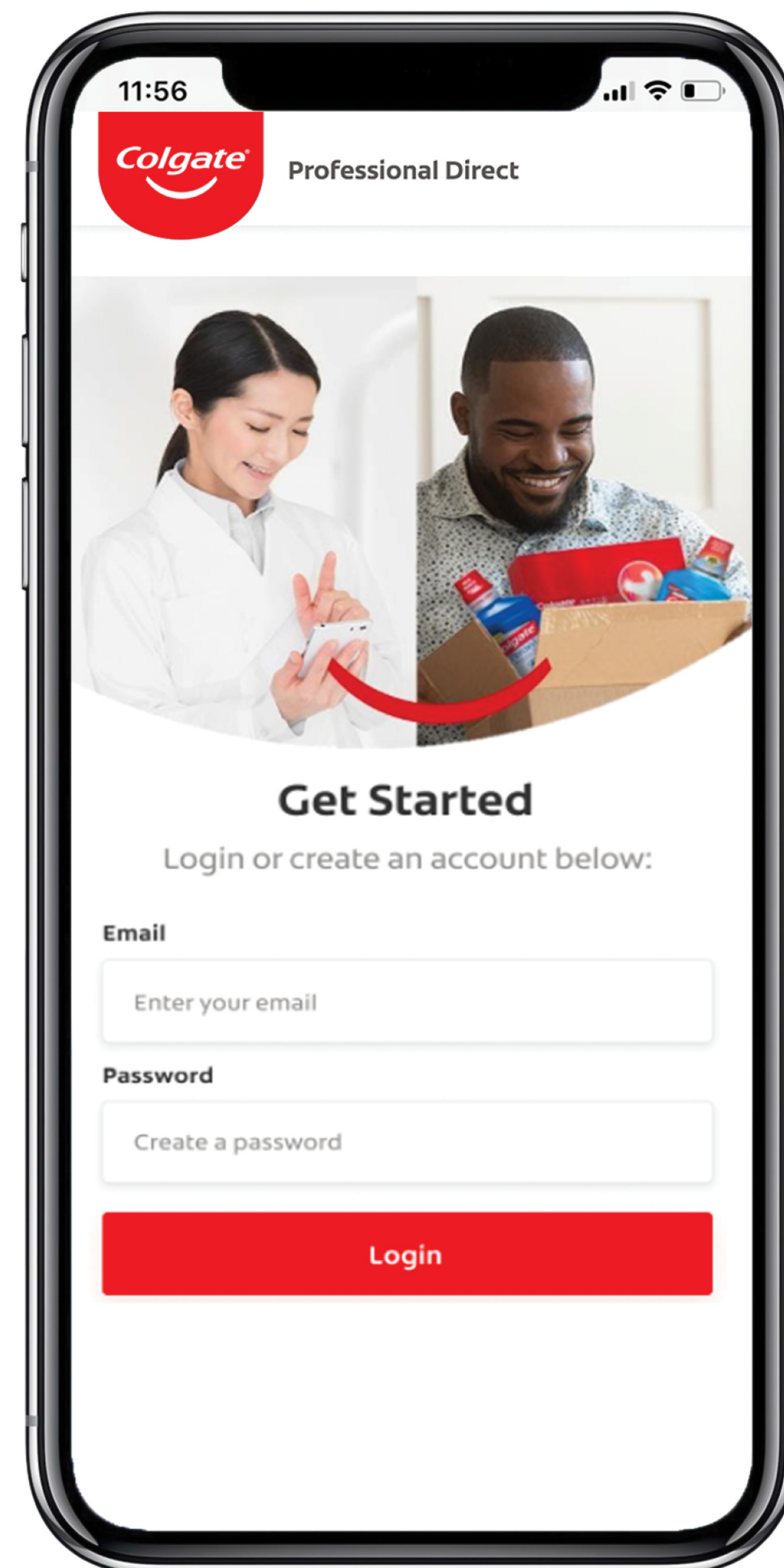
Portfolio

Go Direct



# Introducing Colgate Professional Direct

A new website for your recommendations.



How it works

Portfolio

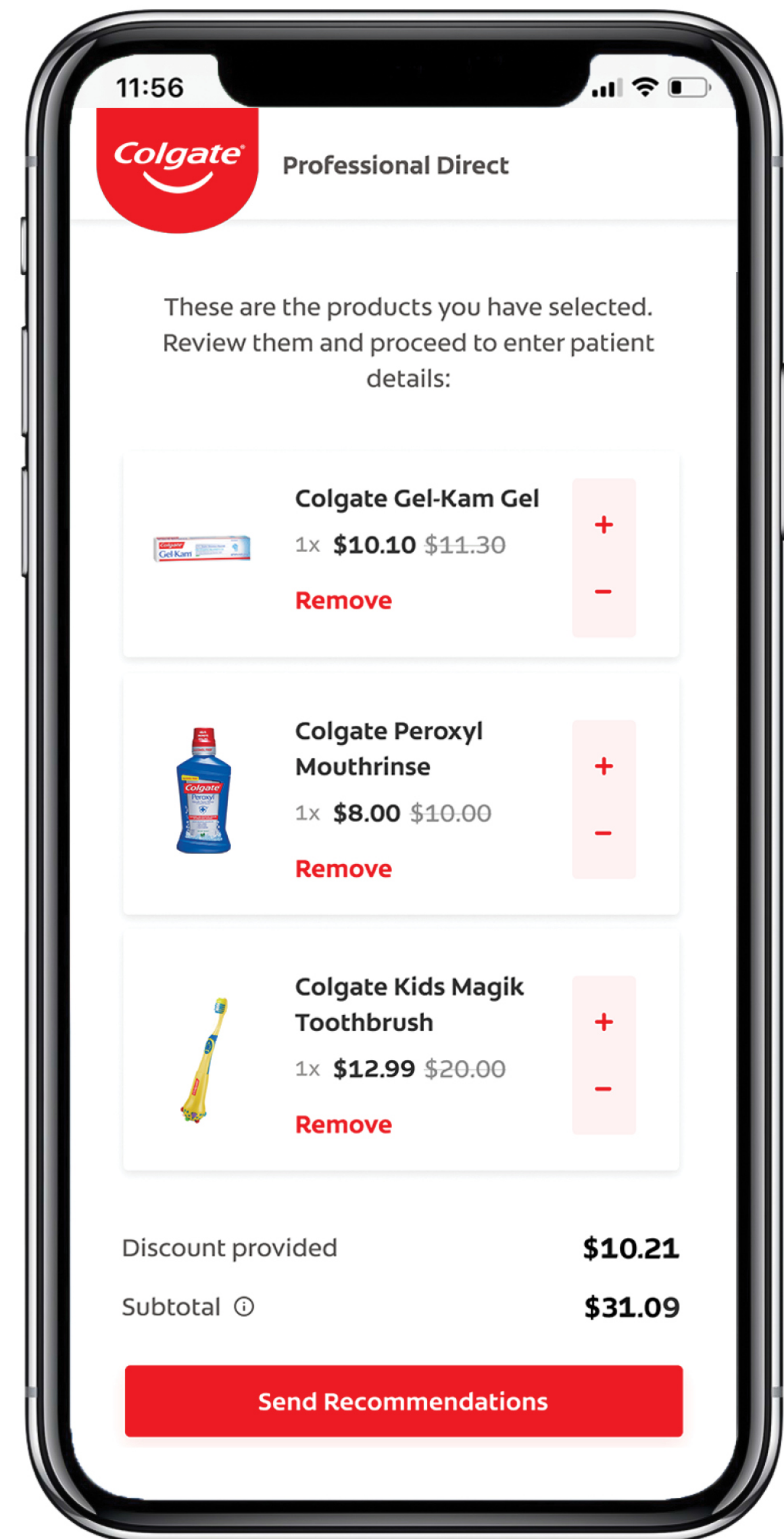
Go Direct



1

# Choose Products

Select the right products you want to recommend to your patient.



How it works

Portfolio

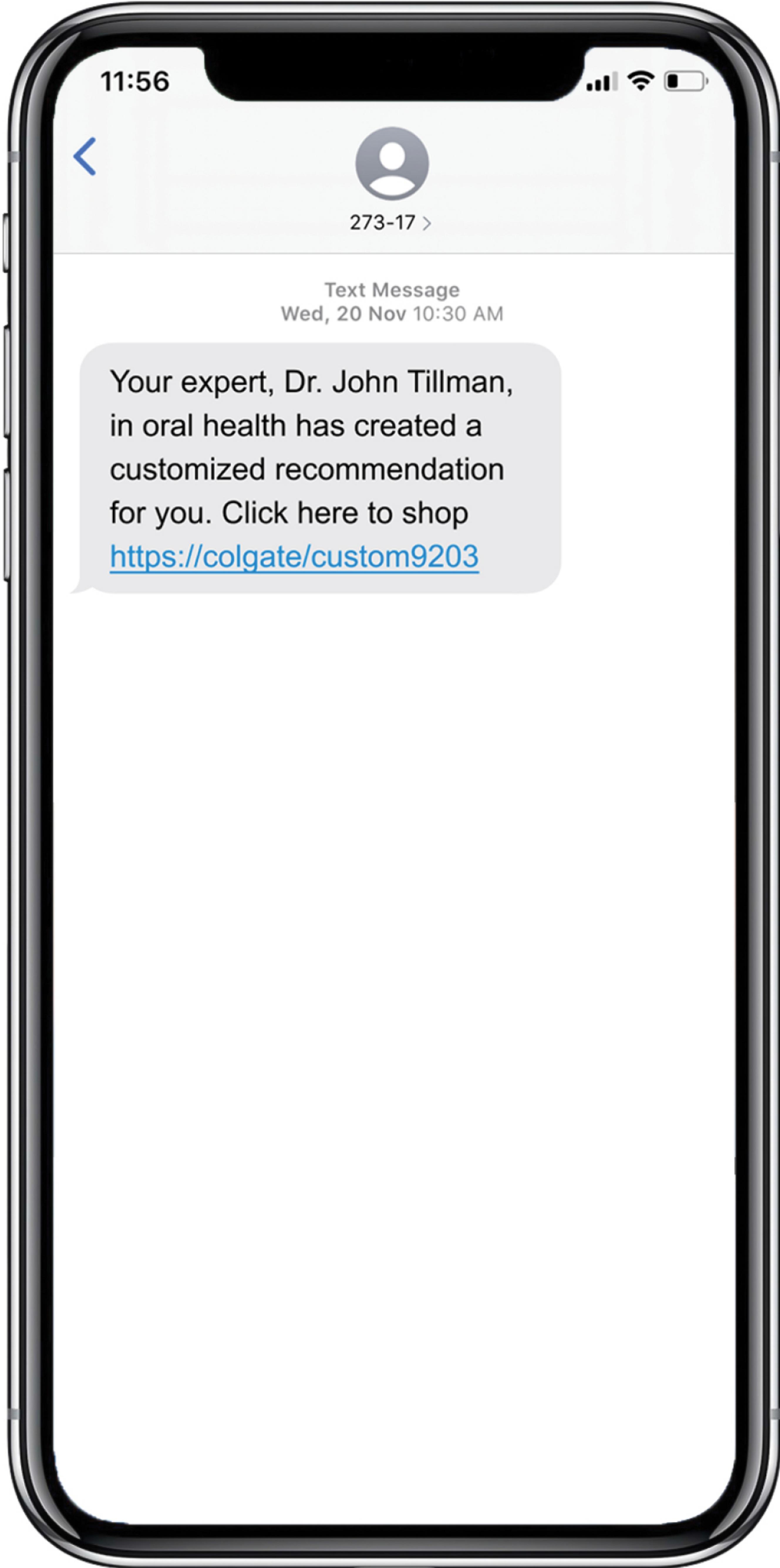
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2

# Send Your Recommendations

Your patient receives a link to order these products at an exclusive discount.



How it works

Portfolio

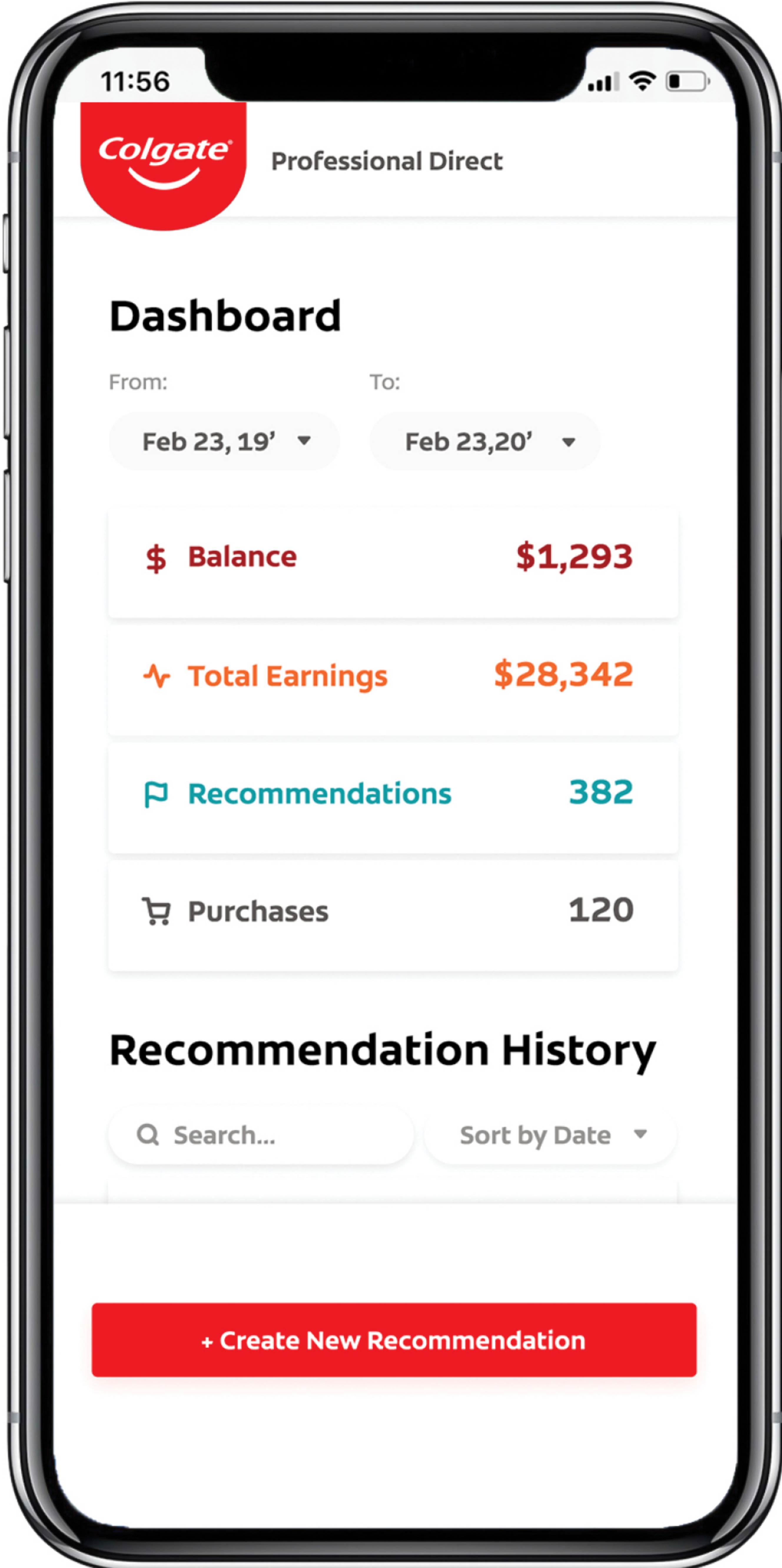
Go Direct



3

# See Success

When purchased, your recommendations become a reality and you receive revenue from the sale.



How it works

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# 3 choices for sales revenue



**Receive 10%**  
in your bank  
account\*

\_\_\_\_\_ or \_\_\_\_\_



Have us **redirect**  
**that 10%** to  
**Bright Smiles,**  
**Bright Futures®**

\_\_\_\_\_ or \_\_\_\_\_



**Receive 5% +**  
we **redirect 5%**

\*You can also choose to donate this money to a charitable institution you are passionate about.



Direct access to **our portfolio.**

## Exclusive Items



**Colgate® Anywhere, Anytime®**  
Sensitivity Relief Serum

~~\$20.00~~

**\$15.00**



**Colgate® Optic White®**  
**Professional**  
At-home Whitening

~~\$250.00~~

**\$199.00**



**Colgate® Optic White®**  
**Professional**  
Touch-up Kit

~~\$65.00~~

**\$45.00**

How it works

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## Professional Solutions



**Colgate® Gel-Kam**  
Preventative Treatment  
Gel

~~\$11.30~~

**\$10.10**



**Colgate® Hydris™**  
Dry Mouth Rinse

~~\$6.00~~

**\$5.50**



**Colgate® Phos-Flur®**  
Ortho Defense®

~~\$12.00~~

**\$11.25**



**Colgate® Peroxyl®**  
Mouth Sore Rinse

~~\$10.00~~

**\$8.00**

How it works

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# Toothpaste and toothbrushes



**Colgate Total<sup>SF</sup>**  
Clean Mint Toothpaste

**Colgate<sup>®</sup> SlimSoft<sup>™</sup>**  
**Ortho**

**Colgate<sup>®</sup> SlimSoft<sup>™</sup>**

**Colgate<sup>®</sup> Magik<sup>™</sup>**  
Augmented Reality

~~\$3.00~~ **\$2.50**

~~\$3.00~~ **\$2.50**

~~\$3.00~~ **\$2.50**

~~\$20.00~~ **\$12.99**

How it works

**Portfolio**

Go Direct



Colgate®

# Make your recommendations a reality.

No inventory to manage.  
No more sales to process.  
Just your best advice in a few simple clicks!



Go Direct!

Register now at [pro.colgatedirect.com](http://pro.colgatedirect.com)

If you have any questions contact your Colgate Oral Care consultant.



How it works

Portfolio

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