

Colgate®

# PULSE

Master Delivery  
Toolkit



# Product Renders

# Series 1

[Download here](#)

Available Formats and Durations:  
PNG & PSD

Usage Rights:  
All Electronic Media + Online/  
Digital / Social for APAC in  
perpetuity



Front facing naked  
brush



Left facing naked  
brush



Up facing naked  
brush



Detached head on  
brush

## Series 2

[Download here](#)

Available Formats and Durations:  
PNG & PSD

Usage Rights:  
All Electronic Media + Online/  
Digital / Social for APAC in  
perpetuity



Front facing naked  
brush



Left facing naked  
brush



Up facing naked brush



Front facing with  
charger



Left facing with  
charger



Detached head on  
brush

# Brush Heads

[Download here](#)

Available Formats and Durations:  
PNG & PSD

Usage Rights:  
All Electronic Media + Online/  
Digital / Social for APAC in  
perpetuity



Whitening  
Brush Head  
3/4



Whitening  
Brush Head  
Front



Whitening  
Brush Head  
Back



Sensitive  
Brush Head  
3/4



Sensitive  
Brush Head  
Front



Sensitive  
Brush Head  
Back



Deep Clean  
Brush Head  
3/4



Deep Clean  
Brush Head  
Front



Deep Clean  
Brush Head  
Back

# Others

[Download here](#)



Left facing Case  
charger



Front facing case  
charger

Available Formats and Durations:  
PNG & PSD

Usage Rights:  
All Electronic Media + Online/  
Digital / Social for APAC in  
perpetuity



Charging Light



Charging Light



Charger

# Key Visual

Download here

The advertisement features a vibrant background with vertical bars in shades of purple, pink, and blue. In the center, a person in a grey hoodie and black pants is captured in a dynamic breakdancing pose. To the right, two electric toothbrushes (one black, one red) stand next to a smartphone displaying the Colgate Pulse app interface. The app screen shows a 'Lateral Brushing Sessions' screen with a progress bar at 87% and a '3:28' timer. The background also features the Colgate logo in the top left corner.

# PULSE

The Rhythm of Smarter Brushing

Smart coaching for the ultimate clean you can see.

Remove **50%** More Plaque

**3 Modes** to sync your rhythm  
Gentle Clean | Daily Clean | Deep Clean

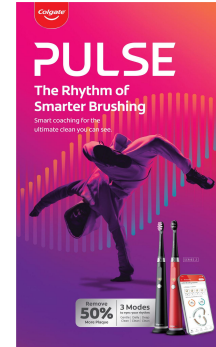
SERIES 2

# Key Visual Overview

Below is an example of how key visual is used in gondolas.



Pulse 2



Pulse 1





# Product Visual

Download here

Colgate

# PULSE

SERIES 2

## The Rhythm of Smarter Brushing

Smart coaching for the ultimate clean you can see.

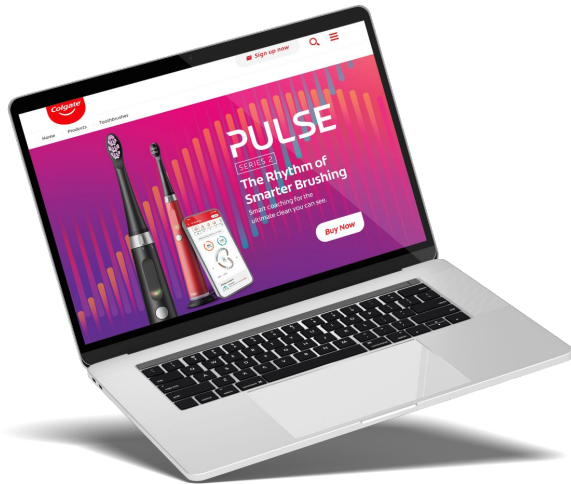
Remove **50%** More Plaque

**3 Modes** to sync your rhythm  
Gentle Clean | Daily Clean | Deep Clean

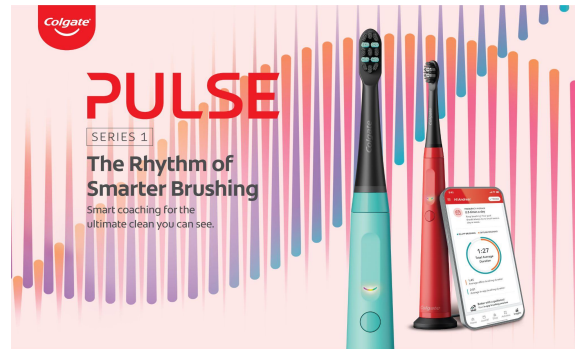
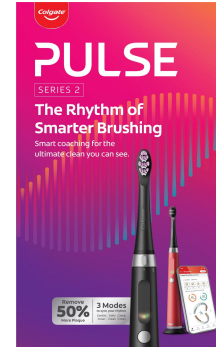
The advertisement features a black and a red Colgate Pulse Series 2 electric toothbrush standing upright. To the right, a smartphone displays the Colgate Pulse app interface, showing a 'Latest Brushing Sessions' screen with various data points and a circular progress indicator. The background is a vibrant purple and pink gradient with vertical brushstroke-like patterns.

# Product Visual Overview

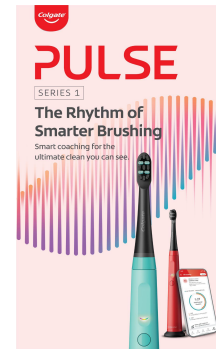
Below is an example of how product visual is used in Brand.com



Pulse 2

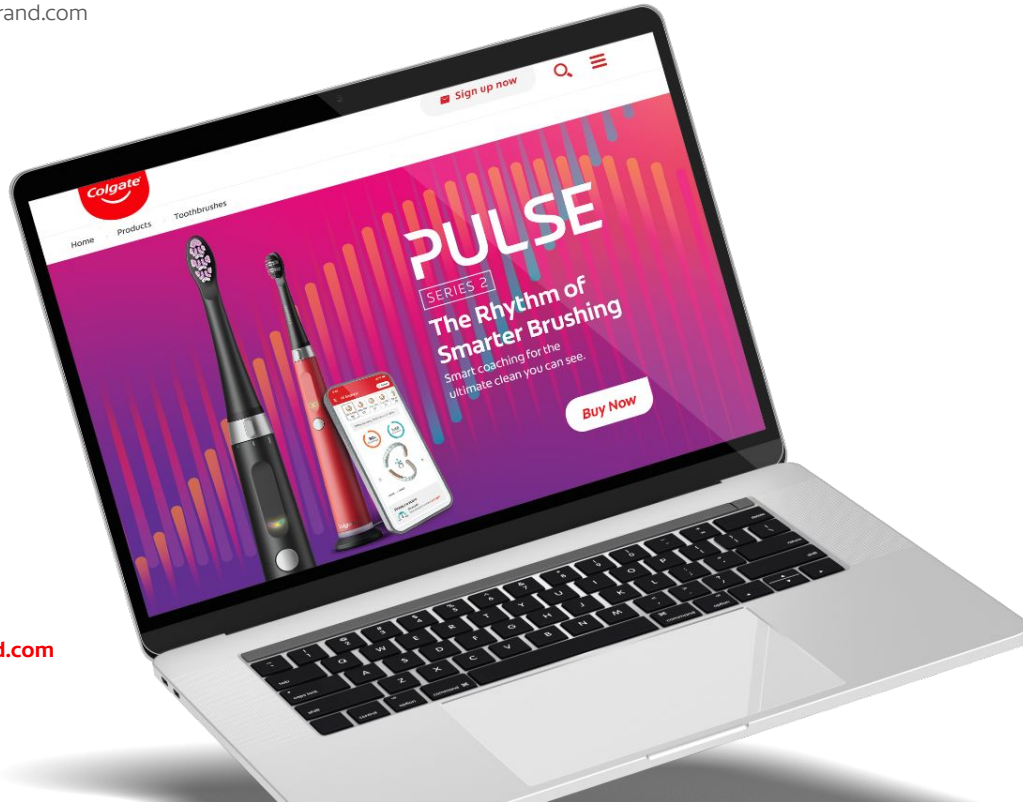


Pulse 1



# Applications

Below are examples of gondolas and Brand.com



Brand.com



Gondolas

# Brand.com

# Applications

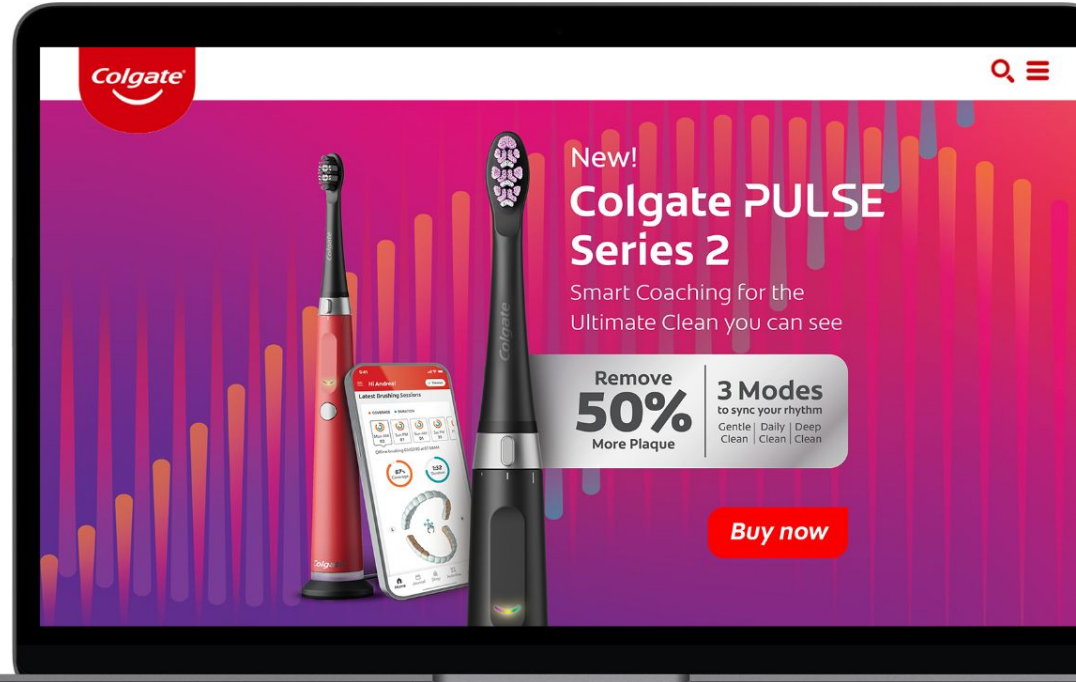
[Download here](#)

Example of Colgate Pulse 2 on mobile and desktop versions

MOBILE



DESKTOP



# Applications

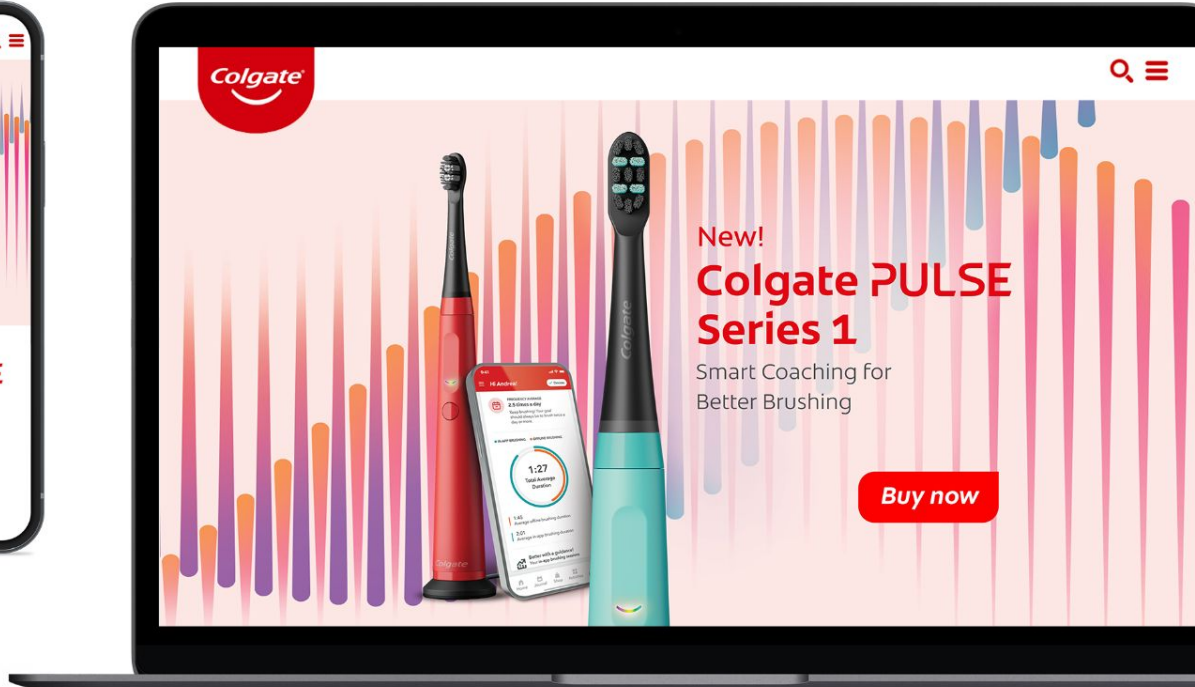
[Download here](#)

Example of Colgate Pulse 1 on mobile and desktop versions

MOBILE



DESKTOP



# Applications

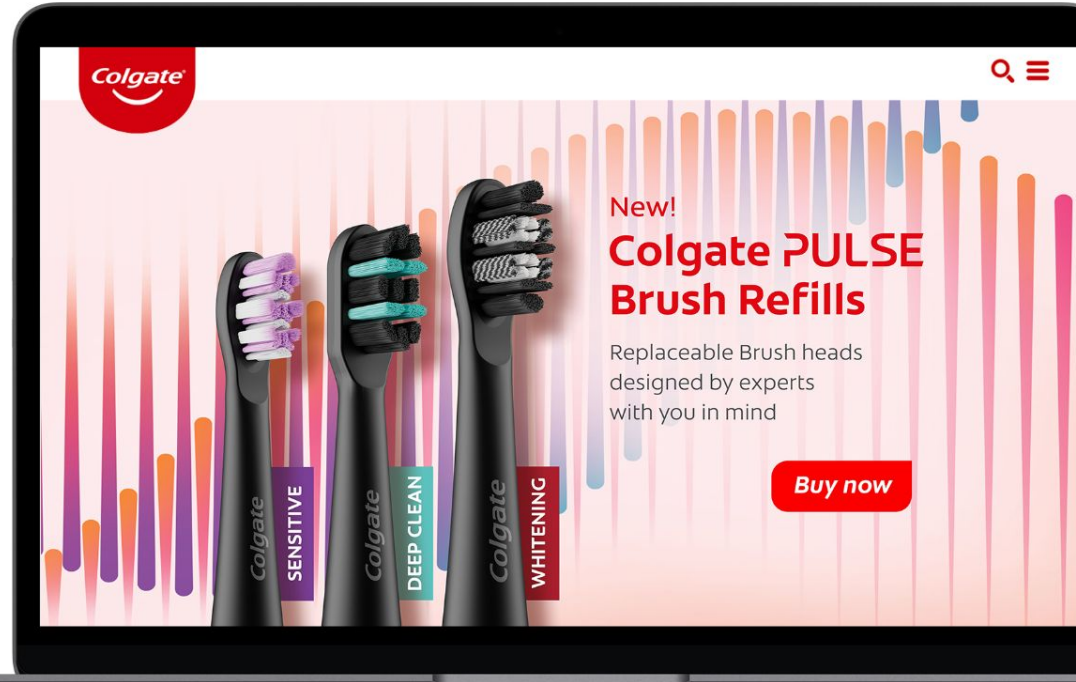
[Download here](#)

Example of Colgate Pulse Brush Refills on mobile and desktop versions

MOBILE



DESKTOP

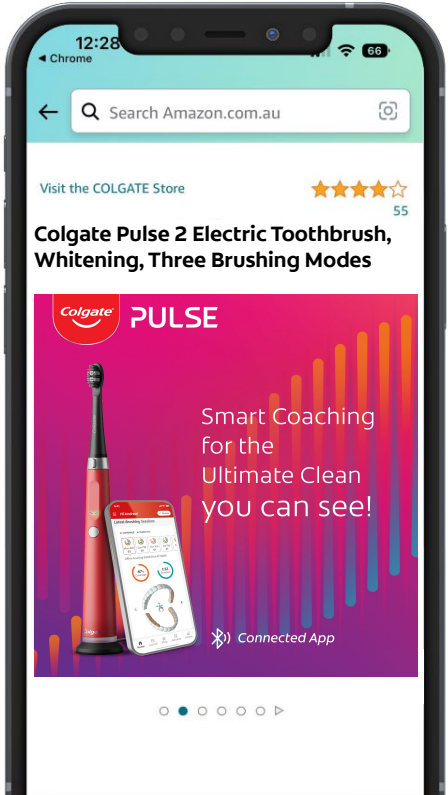


# E-Commerce



# Pulse 2 Thumbnails Starter kit

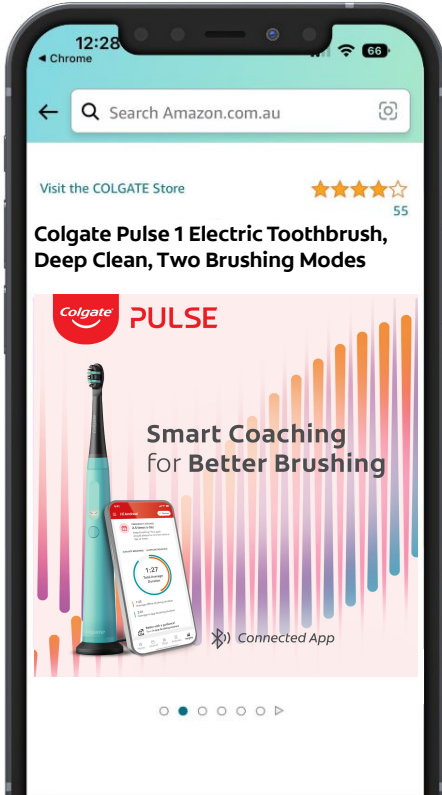
Download here



# Pulse 1 Thumbnails

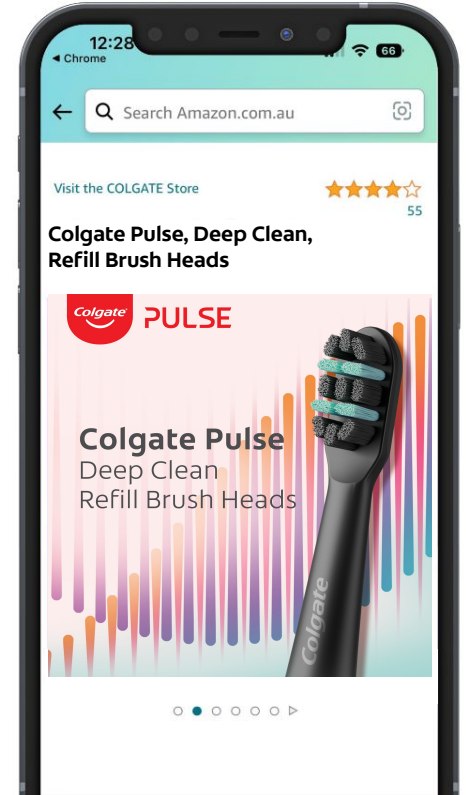
## Starter kit

Download here



# Brush Refill Thumbnails Starter kit

Download here



# Overview PDP Starter kit

[Download here](#)

Pulse 2

Colgate PULSE

New!  
**Colgate PULSE**

SERIES 2

Remove **50% More Plaque**

- 3 Modes to sync your rhythm  
Choose between Gentle, Daily or Deep Clean.
- Make Your Brush Smile  
When you hit your daily brushing goals or get into a healthy multi-day brushing rhythm
- Sonic Technology  
For a superior clean
- Rechargeable battery  
Lasts up to 14 days

**What comes in the box**

- Rechargeable Electric Toothbrush
- 2 Brush Heads
- Slim Charging Base
- Travel Case

Pulse 1

Colgate PULSE

New!  
**Colgate PULSE**

SERIES 1

2 Modes to sync your rhythm  
Choose between Gentle, Daily or Deep Clean.

- Make Your Brush Smile  
When you hit your daily brushing goals or get into a healthy multi-day brushing rhythm
- Sonic Technology  
For a superior clean
- Rechargeable battery  
Lasts up to 14 days

**What comes in the box**

- Rechargeable Electric Toothbrush
- 1 Brush Heads
- Slim Charging Base

Deep Clean Refill Brush Heads

Colgate PULSE

**Deep Clean Brush Head**

- Removes 5x more plaque\* vs a manual brush\* at the gum margin after 4 weeks vs a manual flat-trim toothbrush
- Power tip for a deep reach
- Angled & multi-dimensional bristles to clean between teeth and along the gum line
- Tongue and cheek cleaner

Compatible with any  
**Colgate PULSE & ProClinical**  
Rechargeable Toothbrushes

**What comes in the box**

4 x Same type Replacement Brush Heads

# Films

# 60” Master

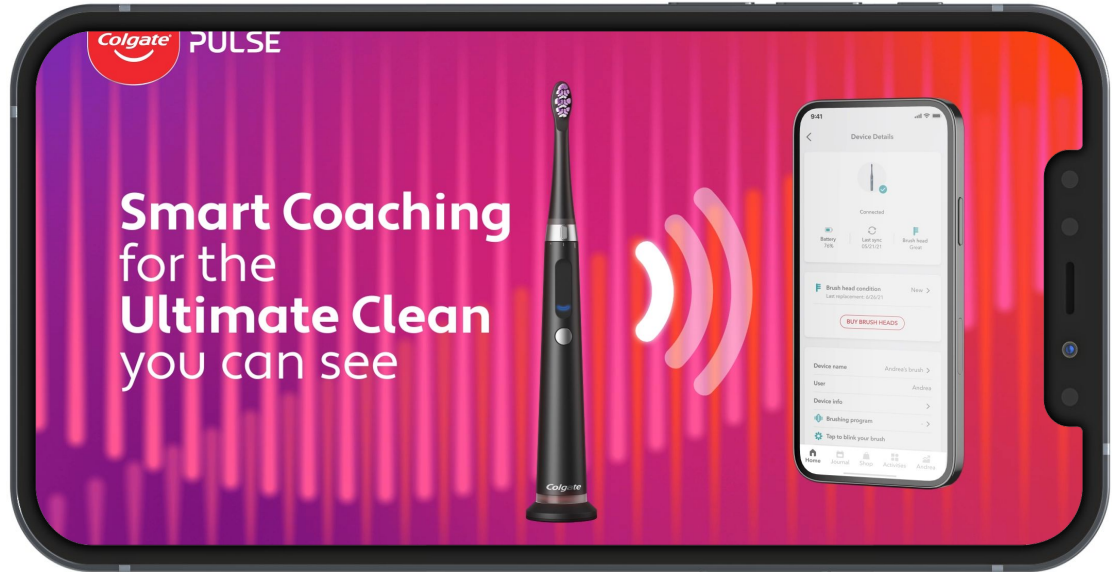
[Download here](#)

Landscape : 16: 9

With and without super

Separate VO file 60”

Vertical (To be delivered)



Colgate®

Thank You

