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Colgate unveils ayurvedic toothpaste for diabetics

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Colgate for Diabetics toothpaste is a clinically proven formula with a unique blend of Ayurvedic ingredients such as madhunashini, neem, jamun seed extract, and amla



Colgate-Palmolive (India) Limited has researched and developed a special toothpaste for people with diabetes, Colgate for Diabetics, through a collaboration with dentists and diabetes experts. This launch aims to bring attention to the bidirectional link between diabetes management and oral health management and provide an effective solution for oral health problems faced by diabetics in an effort to help overall diabetes management.

Colgate for Diabetics toothpaste is a clinically proven formula with a unique blend of Ayurvedic ingredients such as madhunashini, neem, jamun seed extract, and amla. This special formula kills anaerobic bacteria in the mouth which is the root cause for many oral health problems for diabetics. This unique Ayurvedic blend is FDA-approved and is available for sale at pharmacies both online and offline.

Arvind Chintamani, Vice President, Marketing, Colgate-Palmolive (India) Limited, said, “People with diabetes have special oral health needs and there is a 2-way connection between oral care and diabetes care. We are very excited and are looking forward to bringing this terrific innovation to people with Diabetes across India.”

Ashish Jain, ex-President, Indian Society of Periodontology & lead author of ‘Good Clinical Practice Guidelines for the Management of Periodontal Disease in Patients with Diabetes’, states, "As the evidence is increasingly pointing to inflammation as a common linkage mechanism in oral health and diabetes, ways and means to address the resolution of inflammation is the need of the hour.”

Manoj Chawla, Diabetologist from Mumbai & Member, RSSDI, states, "Expert consensus and evidenceâ??based guidelines have paved the path for the need for optimal clinical management of periodontal conditions in diabetes patients or patients at risk for diabetes. Therefore, a patient with diabetes needs to pay extra attention to his oral health and dental care, besides controlling his blood glucose levels.”