



Colgate-Palmolive Company

Invention Record

I. Title of the Invention

Prong bead retention

II. Enter a Group, Project and Other related Information

Group: Oral Care R&D. Toothbrush
Project: Lamprey
Product: Single use, disposable tooth cleaner and breath freshener
Related IRs: 6969

III. Brief Description of the Invention

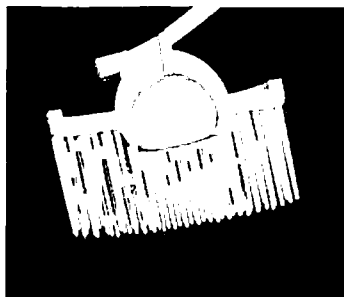
This invention discloses a new method of securing a breath bead in a portable brush form in a means offering several benefits over previously tested methods.

IV. Goal or Purpose of the Invention

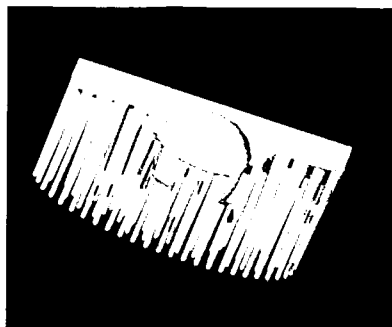
The purpose of this invention is to provide an advantageous method of securing a soluble breath bead in a portable brush. The proposed mounting structure provides a superior mouthfeel while brushing, while offering a reduction in the amount of time it takes for the bead to release its flavor.

V. Detailed Description of the Invention

Lamprey consumer testing has revealed a strong consumer desire for the flavor bead to release its flavor as soon as possible after one begins brushing their teeth. Specifically, flavor release detected from 0-10 seconds of use resulted in top two box purchase intent scores of 73%. The previous bead retention structure was a rigid retaining socket. While a very secure means of mounting, its rigid structure required the ring to be recessed away from the bristle tips for a pleasant mouth feel. When teeth are able to make contact with the ring, the result is not a brush-like feel, it is much rougher. While a pleasant mouth feel could be achieved with this system, the bead would be located too far from the bristle tips, resulting in poor access to saliva needed to initiate the flavor release process. The novel structure proposed (see images below) secures the bead using discreet prongs to retain the bead, as in the settings of a gem stone. This structure allows the bead to be positioned much closer to the bristle tips, offering improved access to saliva. Further saliva access is offered by exposing more bead surface area along the sides of the bead.



Previous full, rigid retaining ring (with bead in place, and cross section without bead)



New, four discreet prong design (with bead in place, and cross section without bead)

VI. Known References That May Be Relevant

None

VII. Prior or Planned Public Disclosures

Any disclosures outside of Colgate (i.e. consumer testing) have been under confidentiality agreements.

EARLIEST DATE OF DISCLOSURE TO OTHERS: (State to whom and when. Provide a written record and date if available.)

Brainstorming with Alan Sorrentino 1/15/06

VIII. Notebooks and other Materials Describing the Invention

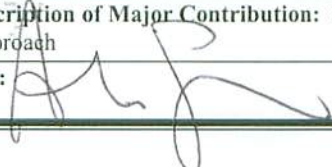
N/A

IX. Contracts or Agreement that Relate to the Technology of the Invention

None.

X. Contributors

It is important to include non-Colgate employees, if they contributed. **However, do not obtain those individuals' signatures without consulting with your patent attorney first.**

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Citizenship: US	Citizenship:
Job Title: Technical Associate	Job Title:
Brief Description of Major Contribution: Executed design	Brief Description of Major Contribution:
Signature: 	Signature: COLGATE EMPLOYEES ONLY
Name:	Name:
Address:	Address:
Citizenship:	Citizenship:
Job Title:	Job Title:
Brief Description of Major Contribution:	Brief Description of Major Contribution:
Signature: COLGATE EMPLOYEES ONLY	Signature: COLGATE EMPLOYEES ONLY

Have this form witnessed by an individual who is not a contributor but who is technically qualified to read the disclosure and understand the invention. It is not sufficient that the

signature be witnessed by a notary, marketing executive, or other person not technically qualified to understand inventions in the technical field.

I have read this disclosure and understood the invention described above, including any attachments.

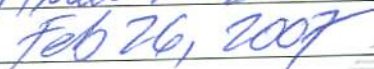
Typed Name of a Witness:

Eduardo Jimenez

Signature of a Witness:



Date:



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