

Wallace Noel R.  
Form 4  
November 03, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Wallace Noel R.

(Last) (First) (Middle)

COLGATE-PALMOLIVE  
COMPANY, 300 PARK AVENUE

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol

COLGATE PALMOLIVE CO [CL]

3. Date of Earliest Transaction  
(Month/Day/Year)

11/01/2011

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title below) \_\_\_\_ Other (specify below)

Pres.- Colgate No. America

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock                       | 11/01/2011                              |                                                             | M <sup>(1)</sup>                     | 6,000 A \$ 55.11                                                        | 59,477                                                                                                             | D                                                                       |                                                                   |
| Common<br>Stock                       | 11/01/2011                              |                                                             | M <sup>(1)</sup>                     | 12,000 A \$ 54.93                                                       | 71,477                                                                                                             | D                                                                       |                                                                   |
| Common<br>Stock                       | 11/01/2011                              |                                                             | M <sup>(1)</sup>                     | 13,000 A \$ 60.68                                                       | 84,477                                                                                                             | D                                                                       |                                                                   |
| Common<br>Stock                       | 11/01/2011                              |                                                             | S <sup>(2)</sup>                     | 31,000 D \$ 89.3809                                                     | 53,477                                                                                                             | D                                                                       |                                                                   |
| Common<br>Stock                       |                                         |                                                             |                                      |                                                                         | 17,419                                                                                                             | I                                                                       | By<br>Issuer's<br>401(k)                                          |

Plan  
Trustee

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                                     |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|--------------------|---------------------------------------------------------------------|-------------------------------------|
|                                                     |                                                                       |                                         |                                                             | Code                                    | V (A) (D)                                                                                                    | Date<br>Exercisable                                            | Expiration<br>Date | Title                                                               | Amount<br>or<br>Number<br>of Shares |
| Stock<br>Option<br>(Right to<br>Buy)                | \$ 55.11                                                              | 11/01/2011                              |                                                             | M <sup>(1)</sup>                        | 6,000                                                                                                        | 09/12/2005                                                     | 09/12/2012         | Common<br>Stock                                                     | 6,000                               |
| Stock<br>Option<br>(Right to<br>Buy)                | \$ 54.93                                                              | 11/01/2011                              |                                                             | M <sup>(1)</sup>                        | 12,000                                                                                                       | 10/10/2005                                                     | 10/10/2012         | Common<br>Stock                                                     | 12,000                              |
| Stock<br>Option<br>(Right to<br>Buy)                | \$ 60.68                                                              | 11/01/2011                              |                                                             | M <sup>(1)</sup>                        | 13,000                                                                                                       | 09/07/2009                                                     | 09/07/2012         | Common<br>Stock                                                     | 13,000                              |

## Reporting Owners

| Reporting Owner Name / Address                                                        | Relationships |           |                                  |       |
|---------------------------------------------------------------------------------------|---------------|-----------|----------------------------------|-------|
|                                                                                       | Director      | 10% Owner | Officer                          | Other |
| Wallace Noel R.<br>COLGATE-PALMOLIVE COMPANY<br>300 PARK AVENUE<br>NEW YORK, NY 10022 |               |           | Pres.-<br>Colgate No.<br>America |       |

## Signatures

Nina Huffman by power of  
attorney

11/03/2011

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Exercise of stock options awarded under the issuer's employee stock option plan.
  - (2) Sale of shares with a portion of the proceeds delivered to the issuer for payment of the exercise price of options under the issuer's employee stock option plan and the related tax withholding.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.