

Verduin Patricia  
Form 3  
May 16, 2011

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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

(Print or Type Responses)

1. Name and Address of Reporting Person \*

Â Verduin Patricia  
(Last) (First) (Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)  
05/06/2011

3. Issuer Name and Ticker or Trading Symbol  
COLGATE PALMOLIVE CO [CL]

4. Relationship of Reporting Person(s) to Issuer

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

COLGATE-PALMOLIVE COMPANY,Â 300 PARK AVENUE

(Street)

NEW YORK,Â NYÂ 10022

(City) (State) (Zip)

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
Chief Technology Officer

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

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)

2. Amount of Securities Beneficially Owned (Instr. 4)

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

4. Nature of Indirect Beneficial Ownership (Instr. 5)

Common Stock

18,509

D Â

Common Stock

545

I By Issuer's 401(k) Plan Trustee

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

SEC 1473 (7-02)

**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.**

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

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and Expiration Date (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security

4. Conversion or Exercise

5. Ownership Form of

6. Nature of Indirect Beneficial Ownership

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|                             | Date Exercisable          | Expiration Date | (Instr. 4)<br>Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | (Instr. 5) |
|-----------------------------|---------------------------|-----------------|---------------------|----------------------------|------------------------------|--|------------|
| Stock Option (Right to Buy) | 09/12/2008 <sup>(1)</sup> | 09/12/2013      | Common Stock        | 17,000                     | \$ 68.15                     | D  | Â          |
| Stock Option (Right to Buy) | 09/11/2009 <sup>(2)</sup> | 09/11/2014      | Common Stock        | 18,000                     | \$ 79.52                     | D  | Â          |
| Stock Option (Right to Buy) | 09/10/2010 <sup>(2)</sup> | 09/10/2015      | Common Stock        | 20,000                     | \$ 73.23                     | D  | Â          |
| Stock Option (Right to Buy) | 09/16/2011 <sup>(2)</sup> | 09/16/2016      | Common Stock        | 22,000                     | \$ 76.58                     | D  | Â          |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                  |       |
|--|---------------|-----------|----------------------------------|-------|
|  | Director      | 10% Owner | Officer                          | Other |
| Verduin Patricia<br>COLGATE-PALMOLIVE COMPANY<br>300 PARK AVENUE<br>NEW YORK, NY 10022 | Â             | Â         | Â Chief<br>Technology<br>Officer | Â     |

## Signatures

Nina Huffman by power of attorney 05/16/2011

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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) Option became exercisable in one-third increments on each anniversary date, with the first third becoming exercisable on the date shown in this column.
- (2) Option becomes exercisable in one-third increments on each anniversary date, with the first third becoming exercisable on the date shown in this column.

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.