

COLGATE PALMOLIVE CO  
Form DEFA14A  
April 11, 2008

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

**SCHEDULE 14A  
(Rule 14a-101)**

Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

**Colgate-Palmolive Company**  
(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

1) Title of each class of securities to which transaction applies:

2) Aggregate number of securities to which transaction applies:

3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

4) Proposed maximum aggregate value of transaction:

5) Total fee paid:

Edgar Filing: COLGATE PALMOLIVE CO - Form DEFA14A

Fee previously paid with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

1) Amount Previously Paid:

2) Form, Schedule or Registration Statement No.

3) Filing Party:

4) Date Filed:

---

April 11, 2008

Dear Fellow Colgate Stockholder:

Enclosed please find a revised Notice of Internet Availability (Notice Card) regarding the 2008 Annual Meeting materials for Colgate-Palmolive Company.

Due to an error by the proxy administrator, Broadridge Financial Solutions, Inc., the Notice Card you previously received failed to properly identify Colgate-Palmolive Company on the face of the card. We apologize for any confusion this may have caused.

If you have already voted, we thank you. If you have not voted or are unsure whether you have voted properly, we encourage you to vote following the instructions on the enclosed Notice Card. This vote will override any earlier vote you may have cast.

If you need assistance in voting, please call our proxy solicitor, D.F. King & Co., Inc., toll free at (800) 659-6590.

We appreciate your continuing support of Colgate-Palmolive Company.

Sincerely,

Andrew D. Hendry  
Senior Vice President,  
General Counsel and Secretary

---

**Important Notice Regarding the Availability of Proxy Materials for the Stockholders Meeting to be held on M**

*This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting.*

The Notice of 2008 Annual Meeting of Stockholders and Proxy Statement and 2007 Annual Report are available at [WWW.PROXYVOTE.COM](http://WWW.PROXYVOTE.COM).

**If you want to receive a paper or e-mail copy of the above listed documents you must request one. There is no charge to you for requesting a copy. Please make the request as instructed below on or before April 24, 2008 to facilitate timely delivery.**

You may request materials by: **Internet:** [WWW.PROXYVOTE.COM](http://WWW.PROXYVOTE.COM) **Telephone:** 1-800-579-1639 **\*\*Email:** sendmaterial@proxyvote.com

**\*\*If requesting materials by e-mail, please send a blank e-mail with the 12-Digit Control Number (located on the following page) in the subject line.**

**COLGATE-PALMOLIVE COMPANY**

**Vote In Person**

Should you choose to vote these shares in person at the meeting you must request a "legal proxy". To request a legal proxy please follow the instructions at [www.proxyvote.com](http://www.proxyvote.com) or request a paper copy of the material. Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance.

**Vote By Internet**

To vote **now** by Internet, go to [WWW.PROXYVOTE.COM](http://WWW.PROXYVOTE.COM). Please refer to the proposals and follow the instructions.

**Vote By Telephone**

To vote **now** by telephone, call **1-800-454-8683**. Please refer to the proposals and follow the instructions.

**Vote By Mail**

Mark, sign and date your voting form and return it in the postage-paid envelope we have provided or return it to Vote Processing, c/o Broadridge, 51 Mercedes Way, Edgewood, NY 11717.

Edgar Filing: COLGATE PALMOLIVE CO - Form DEFA14A

Meeting Type: Annual  
Meeting Date: May 8, 2008  
Meeting Time: 10:00 A.M.  
For holders as of: March 10, 2008

Meeting Location: Marriott Marquis  
Broadway Ballroom  
1535 Broadway  
(between 45th and 46th Streets)  
New York, NY 10036

**Voting items**

**The Board of Directors recommends a vote "FOR" each of the nominees for director and "FOR" proposals 2 and 3.**

1. Election of directors **For Against Abstain**

Nominees:

1a. John T. Cahill

1b. Jill K. Conway

1c. Ian M. Cook

1d. Ellen M. Hancock

1e. David W. Johnson

1f. Richard J. Kogan

1g. Delano E. Lewis

1h. Reuben Mark

1i. J. Pedro Reinhard

1j. Stephen I. Sadove

**For Against Abstain**

2. Ratify selection of PricewaterhouseCoopers LLP as Colgate's independent registered public accounting firm

3. Amend Restated Certificate of Incorporation to increase the number of authorized shares of common stock

**Additional items**          
**Sign on reverse side**

**Non-Voting items**

PLEASE "X" HERE ONLY IF YOU  
PLAN TO ATTEND THE MEETING  
AND VOTE THESE SHARES IN  
PERSON

**Voting Instructions**

WE HAVE PREVIOUSLY SENT YOU PROXY SOLICITING MATERIAL PERTAINING TO THE MEETING OF SHAREHOLDERS OF THE COMPANY INDICATED. ACCORDING TO OUR LATEST RECORDS, WE HAVE NOT AS OF YET RECEIVED YOUR VOTING INSTRUCTION ON THE MATTER(S) TO BE CONSIDERED AT THIS MEETING AND THE COMPANY HAS REQUESTED US TO COMMUNICATE WITH YOU IN AN ENDEAVOR TO HAVE YOUR SECURITIES VOTED.

**Authorized Signatures - This section must be completed for your instructions to be executed.**

Please sign exactly as your name(s) appear(s) hereon. Joint owners should each sign personally. When signing as attorney, executor, administrator or other fiduciary, please give your full title as such. If a corporation or partnership, please sign as such by an authorized officer.

Signature 1 - (Please sign on line)

Signature 2 - (Joint Owners)

/ /  
Date - (Please print date)