

COLGATE PALMOLIVE CO  
Form 4  
February 11, 2008

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
JOHNSON DAVID WILLIS

(Last) (First) (Middle)

C/O 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)  
02/07/2008

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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 Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Common Stock                    | 02/07/2008                           |  | M <sup>(1)</sup>               | 4,000 A   | \$ 59.75 66,671   | D  |                                   |
| Common Stock                    | 02/07/2008                           |  | M <sup>(1)</sup>               | 4,000 A   | \$ 55.725 70,671  | D  |                                   |
| Common Stock                    | 02/07/2008                           |  | M <sup>(1)</sup>               | 4,000 A   | \$ 50.89 74,671   | D  |                                   |
| Common Stock                    | 02/07/2008                           |  | M <sup>(1)</sup>               | 4,000 A   | \$ 55.415 78,671  | D  |                                   |
| Common Stock                    | 02/07/2008                           |  | F <sup>(2)</sup>               | 11,732 D  | \$ 75.62 66,939   | D  |                                   |

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

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(9-02)

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

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option (Right to Buy)                | \$ 59.75   | 02/07/2008                           |  | M <sup>(1)</sup>               | 4,000   | 02/20/2004 02/20/2011                                    | Common Stock  | 4,000                         |
| Stock Option (Right to Buy)                | \$ 55.725  | 02/07/2008                           |  | M <sup>(1)</sup>               | 4,000   | 02/19/2005 02/19/2012                                    | Common Stock  | 4,000                         |
| Stock Option (Right to Buy)                | \$ 50.89   | 02/07/2008                           |  | M <sup>(1)</sup>               | 4,000   | 02/18/2006 02/18/2013                                    | Common Stock  | 4,000                         |
| Stock Option (Right to Buy)                | \$ 55.415  | 02/07/2008                           |  | M <sup>(1)</sup>               | 4,000   | 02/17/2007 02/17/2014                                    | Common Stock  | 4,000                         |

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

JOHNSON DAVID WILLIS  
C/O COLGATE-PALMOLIVE COMPANY  
300 PARK AVENUE  
NEW YORK, NY 10022

X

## Signatures

Nina D. Gillman by power of  
attorney

02/11/2008

\_\_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 Non-Employee Director Stock Option Plan.

(2) The exercise price of the options was satisfied by the Company's withholding shares otherwise deliverable upon exercise of the options.

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

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