Marsili Daniel B Form 4 February 10, 2011

FORM 4

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

OMB APPROVAL OMB

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,

obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * Marsili Daniel B			2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer		
			COLGATE PALMOLIVE CO [CL]	(Check all applicable)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction			
			(Month/Day/Year)	Director 10% Owner		
COLGATE-PALMOLIVE			02/08/2011	X Officer (give title Other (specify		
COMPANY, 300 PARK AVENUE				below) below) Sr.V.P. Global Human Resources		
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person		
NEW YORK, NY 10022				Form filed by More than One Reporting Person		

(City)	(State)	(Zip) Tab	ole I - Non-	Derivative	Secui	ities Acquir	ed, Disposed of,	or Beneficially	y 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. Securit onor Dispos (Instr. 3, 4	ed of	` ′	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 Indirect Beneficial Ownership (Instr. 4)
Common Stock	02/08/2011		S	150	D	\$ 78.781	42,540	D	
Common Stock	02/08/2011		S	619	D	\$ 78.8412	41,921	D	
Common Stock	02/08/2011		S	247	D	\$ 78.801	41,674	D	
Common Stock	02/08/2011		S	1,578	D	\$ 78.8204	40,096	D	
Common Stock	02/08/2011		M <u>(1)</u>	9,000	A	\$ 56.675	49,096	D	

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Common Stock	02/08/2011	M <u>(1)</u>	20,000	A	\$ 53.455	69,096	D			
Common Stock	02/08/2011	F(2)	23,360	D	\$ 78.56	45,736	D			
Common Stock	02/09/2011	S(3)	890	D	\$ 78.032	44,846	D			
Common Stock						7,150	I	By Issuer's 401(k) Plan Trustee		
Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly										

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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)			Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 56.675	02/08/2011		M <u>(1)</u>		9,000	09/17/2004	09/17/2011	Common Stock	9,000
Stock Option (Right to Buy)	\$ 53.455	02/08/2011		M <u>(1)</u>		20,000	09/08/2008	09/08/2011	Common Stock	20,000

Reporting Owners

Reporting Owner Name / Address	Relationships						
• 0	Director	10% Owner	Officer	Other			
Marsili Daniel B			Sr.V.P. Global Human Resources				

2 Reporting Owners

COLGATE-PALMOLIVE COMPANY 300 PARK AVENUE NEW YORK, NY 10022

Signatures

Joyce McCarthy by power of attorney

02/10/2011

**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) The exercise price of the options and related withholding requirement was satisfied by the Company's withholding shares otherwise deliverable upon exercise of the options.
- (3) Sale of shares (with proceeds delivered to the Company) for payment of tax liability above minimum required statutory withholding (but not in excess of full applicable statutory tax rates) incident to the exercise of the option under the issuer's employee stock option plan.

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.

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