

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:

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:

[LETTER TO CERTAIN BENEFICIAL HOLDERS OF COLGATE-PALMOLIVE COMPANY STOCK]

IMPORTANT REMINDER TO STOCKHOLDERS

April 15, 2016

DEAR FELLOW COLGATE STOCKHOLDER:

You should have received your proxy materials in connection with Colgate-Palmolive Company's Annual Meeting of Stockholders to be held on Friday, May 6, 2016. According to our records, your proxy for this meeting has not been received. Regardless of the number of shares you own, it is important that they are represented and voted at the annual meeting.

Please take a moment to vote your proxy at your earliest convenience. You should read carefully and consider the information contained in the Company's Proxy Statement.

Since the Annual Meeting is fast approaching, we encourage you to vote by any one of the three methods listed below:

1. **Vote by Internet:** Go to the website www.proxyvote.com, have your control number listed on the enclosed notice card available and follow the simple instructions.
2. **Vote by Telephone:** Call 1-800-454-8683 (toll-free), have your control number listed on the enclosed notice card available and follow the simple instructions.
3. **Vote by Mail:** Please take a moment to vote, sign, date and mail the enclosed notice card in the postage-paid envelope without delay to ensure your vote is counted. If you have voted by internet or telephone, please do not return the notice card.

YOUR VOTE IS IMPORTANT. PLEASE SUBMIT YOUR VOTING INSTRUCTIONS BY INTERNET, TELEPHONE OR MAIL SO WE RECEIVE THEM BY 11:59 P.M., EASTERN DAYLIGHT TIME, ON THURSDAY, MAY 5, 2016.

Thank you for your response.

Sincerely,



Jennifer M. Daniels
Chief Legal Officer and Secretary

[LETTER TO CERTAIN REGISTERED HOLDERS OF COLGATE-PALMOLIVE COMPANY STOCK]

IMPORTANT REMINDER TO STOCKHOLDERS

April 15, 2016

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2. **Vote by Telephone:** Call 1-800-690-6903 (toll-free), have your control number listed on the enclosed notice card available and follow the simple instructions.
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Thank you for your response.

Sincerely,



Jennifer M. Daniels
Chief Legal Officer and Secretary

***** Exercise Your *Right to Vote* *****
IMPORTANT NOTICE Regarding Annual Meeting and the Availability of Proxy Materials

COLGATE-PALMOLIVE COMPANY



COLGATE-PALMOLIVE COMPANY
300 PARK AVENUE
NEW YORK, NY 10022-7499

Meeting Information

Meeting Type: Annual Meeting
For holders as of: March 8, 2016
Date: May 6, 2016 **Time:** 10:00 a.m.
Location: Marriott Marquis Hotel
Broadway Ballroom
1535 Broadway (between 45th and 46th Streets)
New York, NY 10036

You are receiving this communication because you hold shares in the above-named company.

This communication presents only an overview of the more complete proxy materials that are available to you on the internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

COLGATE-PALMOLIVE COMPANY
Proxy Solicited by the Board of Directors
for Annual Meeting on May 6, 2016

The undersigned hereby appoints as proxies, with full power of substitution to each, IAN COOK, ELLEN M. HANCOCK and STEPHEN I. SADOVE (the Proxy Committee) to vote as designated on the reverse side all shares that the undersigned would be entitled to vote at the Annual Meeting of Stockholders of the Company to be held in New York, New York on May 6, 2016 or at any adjournments thereof. Action hereunder may be taken by a majority of said proxies or their substitutes who are present, or if only one be present, then by that one.

You are encouraged to specify your choices by marking the appropriate boxes, SEE REVERSE SIDE. If no direction is made, this proxy will be voted in accordance with the Board of Directors' recommendations as set forth on the reverse side of this card. The Proxy Committee cannot vote the shares unless you sign and return this card or vote by internet or telephone in accordance with the applicable instructions.

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

NOTE: Please sign exactly as your name(s) appear(s) hereon. Joint owners should each sign. When signing as attorney, executor, administrator, trustee or guardian, please give full title as such. When signing as corporate officer, please give full corporate name and officer's title.

Signature 1 - (Please sign on line)

Signature 2 - (Joint Owners)

/ /

Date - (Please print date)
