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### FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| 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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPRO              | JVAL      |
|------------------------|-----------|
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| hours per response: 0.5 | - 1 | Estimated average burden |     |
|-------------------------|-----|--------------------------|-----|
|                         |     | hours per response:      | 0.5 |

| 1. Name and Addre<br>Deoras Muk       |               | erson*              | 2. Issuer Name and Ticker or Trading Symbol<br><u>COLGATE PALMOLIVE CO</u> [ CL ] | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director 10% Owner                                                          |
|---------------------------------------|---------------|---------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| (Last)<br>C/O COLGATE<br>300 PARK AVE |               | (Middle)<br>COMPANY | 3. Date of Earliest Transaction (Month/Day/Year)<br>03/08/2016                    | X Officer (give title Other (specify below) below) Chief Marketing Officer                                                                                |
| (Street)<br>NEW YORK<br>(City)        | NY<br>(State) | 10022<br>(Zip)      | 4. If Amendment, Date of Original Filed (Month/Day/Year)                          | 6. Individual or Joint/Group Filing (Check Applicable<br>Line)<br>X Form filed by One Reporting Person<br>Form filed by More than One Reporting<br>Person |

#### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | Transaction<br>Code (Instr. |   | Disposed Of (D) (Instr. 3, 4 and 5) |               |           | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |
|---------------------------------|--------------------------------------------|-------------------------------------------------------------|-----------------------------|---|-------------------------------------|---------------|-----------|---------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------|
|                                 |                                            |                                                             | Code                        | v | Amount                              | (A) or<br>(D) | Price     | Transaction(s)<br>(Instr. 3 and 4)                                        |                                                                   | (Instr. 4)                                          |
| Common Stock                    | 03/08/2016                                 |                                                             | <b>S</b> <sup>(1)</sup>     |   | 1,325                               | D             | \$67.3624 | 46,866                                                                    | D                                                                 |                                                     |
| Common Stock                    |                                            |                                                             |                             |   |                                     |               |           | 6,579                                                                     | I                                                                 | By<br>Issuer's<br>401(k)<br>Plan<br>Trustee         |

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

|                                                     |                                                                       |                                            | (e.g., p                                                    | uis, c                                  | ts, cans, warrants, c |                                                                                                                   |     | s, options, convertible securities                             |                    |                                                                                                     |                                        |                                                     |                                                                                                                            |                                                                          |                                                                    |
|-----------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------|-------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code (Instr.<br>8) |                       | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3, 4<br>and 5) |     | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Instr. 3<br>and 4) |                                        | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|                                                     |                                                                       |                                            |                                                             | Code                                    | v                     | (A)                                                                                                               | (D) | Date<br>Exercisable                                            | Expiration<br>Date | Title                                                                                               | Amount<br>or<br>Number<br>of<br>Shares |                                                     |                                                                                                                            |                                                                          |                                                                    |

Explanation of Responses:

1. Sale of shares with proceeds delivered to the issuer for payment of tax liability incident to vesting of a restricted stock unit award under the issuer's Executive Incentive Compensation Plan. This transaction was effected pursuant to a Rule 10b5-1 trading plan.

Remarks:

<u>/s/ Kristine Hutchinson,</u> <u>Attorney-in-Fact</u>

03/10/2016

\*\* Signature of Reporting Person Date

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

\* 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).

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

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 Number.