FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL									
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## 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

1. Name and Address of Reporting Person*  Nelson Rosemary					2. Issuer Name and Ticker or Trading Symbol COLGATE PALMOLIVE CO [ CL ]								all app Dired Offic	olicable) ctor er (give title	Othe	Owner (specify			
(Last) (First) (Middle) COLGATE-PALMOLIVE COMPANY 300 PARK AVENUE						3. Date of Earliest Transaction (Month/Day/Year) 03/01/2010								belov VP-E	,	belov ounsel, Opera	′		
(Street)  NEW YO  (City)			10022 Zip)			4. If Amendment, Date of Orig 03/01/2010					of Original Filed (Month/Day/Year)					vidual or Joint/Group Filing (Check Applicable  Form filed by One Reporting Person  Form filed by More than One Reporting  Person			
		Tabl	e I - No	on-Deriv	ative	Sec	uritie	s Ac	quired	l, Di	sposed o	f, or B	enefi	cially	Owne	ed			
1. Title of Security (Instr. 3)  2. Transacti Date (Month/Day				Execution Date,		Transaction Dispose Code (Instr.			ities Acquired (A) o d Of (D) (Instr. 3, 4 a		and 5) See Bei Ow		ount of ities icially d Following ted	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)				
									Code	v	Amount	(A) or (D)	Price	•	Trans	action(s) 3 and 4)		(IIISU: 4)	
Common Stock 02/25/20				2010	)10		A		3,499	A	\$	<b>\$0</b> <sup>(1)</sup>		5,595 <sup>(2)</sup>	D				
Common Stock 03/01/20				2010	)10		<b>F</b> <sup>(3)</sup>		299	D	\$8	\$83.79		6,296	D				
Common Stock 03/02/20				2010	010		S <sup>(4)</sup>		86	D	\$83	\$83.7756		.6,210	D				
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)	rivative curity or Exercise (Month/Day/Year) Execution Date, if any (Month/Day/Year) Price of Derivative Security			4. Transa Code ( 8)		5. Nu of Deriv Secu Acqu (A) of Dispo of (D) (Instrand 5	rities ired r osed ) : 3, 4	6. Date Exercisable and Expiration Date (Month/Day/Year)  Date Expiration Exercisable Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4)  Amoun or Numbe of		Deri Sec (Ins 3	rice of vative urity tr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)			

## **Explanation of Responses:**

- 1. Regular restricted stock award granted under the Long-Term Global Growth Program of the issuer's Executive Incentive Compensation Plan.
- 3. Payment of tax liability by withholding shares of stock from award of restricted shares vesting under the issuer's stockholder-approved Executive Incentive Compensation Plan. The overall net effect of the vesting of restricted shares, after the withholding and sale of shares to pay income taxes associated with such vesting reported on this Form, was to increase Ms. Nelson's non-restricted holdings (i.e., common shares held outright) of Colgate stock.
- 4. 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) resulting from vesting of award of restricted shares under the Company's stockholder-approved Executive Incentive Compensation Plan. The overall net effect of the vesting of restricted shares, after the withholding and sale of shares to pay income taxes associated with such vesting reported on this Form, was to increase Ms. Nelson's non-restricted holdings (i.e., shares held outright) of Colgate common stock.

## Remarks:

Nina D. Gillman by power of <u>attorney</u>

03/03/2010

\*\* 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.

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