



Colgate Declares Regular Quarterly Dividends

New York, New York, January 13, 1994 - New York, New York, January 13, 1994 - The Board of Directors of Colgate-Palmolive Company declared quarterly cash dividends on the Company's common stock and \$4.25 preferred stock. The Company has paid uninterrupted dividends on its common stock since 1895.

	Rate	Date	Payment To Shareholders
Common Stock	\$.36	2/15/94	1/25/94
\$4.25 Preferred Stock	\$ 1.0625	3/31/94	3/15/94

Colgate-Palmolive is a \$7 billion global consumer products company, focusing on the core businesses of Oral Care, Personal Care, Household Surface Care, Fabric Care and Pet Dietary Care. Colgate markets its products in over 170 countries under such internationally recognized brand names as Colgate, Palmolive, Ajax, Mennen, Fab, Irish Spring and Softsoap, as well as Hill's Science Diet and Hill's Prescription Diet.