Pricing Supplement No. 5 dated August 10, 2001 (To Prospectus dated June 23, 2000 and Prospectus Supplement dated June 23, 2000)

Principal Amount:

Rule 424(B)(3) File No. 333-33644

Trade Date: August 10, 2001

## Colgate-Palmolive Company

Medium-term Notes - Floating Rate

Series D

We are hereby offering to sell Notes having the terms specified below to you with the assistance of HSBC Securities (USA) Inc., acting as principal, at a fixed initial public offering price of 100% of the principal amount.

\$150,000,000

Original Issue Date: August 15, 2001 Issue Price: 100% Initial Interest Rate: 3.695% Net Proceeds to Colgate: \$150,000,000 Stated Maturity Date: August 16, 2004 Agent's Discount or Commission: See "Supplemental Plan of Distribution" below. Base Rate: Certificate of Deposit Rate CMT Rate ] Commercial Paper Rate 1 Eleventh District Cost of Funds Rate X ] LIBOR Telerate: Page 3750 [ ] LIBOR Reuters Prime Rate Treasury Rate Other (see attached) Interest Rate Reset Dates: February 15, May 15, August 15 and November 15 of each year, commencing on November 15, 2001. Interest Rate Reset Period: Quarterly Interest Payment Dates: February 15, May 15, August 15 and November 15 of each year, commencing on November 15, 2001. Index Maturity: 3 month
Index Currency: US Dollars Spread (+/-): +0.125 basis points Spread Multiplier: N/A Maximum Interest Rate: Minimum Interest Rate: N/A Day Count Convention: [ ] 30/360 for the period from \_\_\_\_\_ to [ X ] Actual/360 for the period from  $\overline{\text{August 15, 2001}}$  to August 16, 2004. ] Actual/Actual for the period from \_\_\_\_ to \_ Redemption/Repayment: The Notes cannot be redeemed by Colgate prior to the Stated Maturity Date. The Notes cannot be repaid at the option of the holder thereof prior to the Stated Maturity Date. Currency: Specified Currency: US Dollars Minimum Denomination: \$1,000 Original Issue Discount: [
Total amount of OID: [ X ] Yield to Maturity: Initial Accrual Period: Form: [ X ] Book-entry [ ] Certificated - 1 Other provisions: N/A Use of Proceeds:

The net proceeds from the sale of the Notes will be used by Colgate to retire commercial paper which was issued by Colgate for general corporate purposes and working capital. As of August 10, 2001, Colgate's outstanding commercial paper had a weighted average interest rate of 4.2293% with maturities ranging

from 1 day to 49 days.

Supplemental Plan of Distribution:

HSBC Securities (USA) Inc., acting as principal, has agreed to purchase, and Colgate has agreed to sell, the Notes at 100% of their principal amount. HSBC Securities (USA) Inc. will realize benefits in connection with a swap agreement to be entered into between one of its affiliates and Colgate. A portion of the benefits realized in connection with the swap agreement may be paid to Utendahl Capital Partners, L.P. and The Williams Capital Group, L.P. for their services as dealers with respect to a portion of the Notes.