

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 14A

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 Under Rule 14a-12



**COLGATE-PALMOLIVE COMPANY**

**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 paid previously 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 17, 2020

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 virtually on Friday, May 8, 2020. According to our records, your vote 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](http://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:** 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 7, 2020.**

Thank you for your response.

Sincerely,



Jennifer M. Daniels  
Chief Legal Officer and Secretary

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

## IMPORTANT REMINDER TO STOCKHOLDERS

April 17, 2020

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 virtually on Friday, May 8, 2020. According to our records, your vote 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](http://www.proxyvote.com), have your control number listed on the enclosed notice card available and follow the simple instructions.
2. **Vote by Telephone:** Call 1-800-690-6903 (toll-free), have your control number listed on the enclosed notice card available and follow the simple instructions.
3. **Vote by Mail:** 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 7, 2020.**

Thank you for your response.

Sincerely,



Jennifer M. Daniels  
Chief Legal Officer and Secretary

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**\*\*\* Exercise Your *Right to Vote* \*\*\***  
**IMPORTANT NOTICE Regarding the Availability of Proxy Materials for the  
Annual Stockholders Meeting to Be Held on May 8, 2020**

**COLGATE-PALMOLIVE COMPANY**



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

D10042-Z76303-Z76302

**Meeting Information**

**Meeting Type:** Annual Meeting  
**For holders as of:** March 9, 2020  
**Date:** May 8, 2020 **Time:** 10:00 a.m. Eastern Daylight Time  
**Location:** Meeting live via the internet-please visit  
[www.virtualshareholdermeeting.com/CL2020](http://www.virtualshareholdermeeting.com/CL2020).  
This year Colgate-Palmolive Company's annual meeting will be hosted  
virtually. To attend the meeting please visit  
[www.virtualshareholdermeeting.com/CL2020](http://www.virtualshareholdermeeting.com/CL2020) and have the information  
that is printed in the box marked by the arrow → XXXX XXXX XXXX  
XXXX (located on the following page).

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](http://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.**

# 🔒 Before You Vote 🔒

## How to Access the Proxy Materials

### Proxy Materials Available to VIEW or RECEIVE:

Notice of 2020 Annual Meeting of Stockholders and Proxy Statement

2019 Annual Report

### How to View Materials Online:

Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) and visit: [www.proxyvote.com](http://www.proxyvote.com).

### How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: [www.proxyvote.com](http://www.proxyvote.com)
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL\*: [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com)

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) in the subject line. Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor.

To facilitate timely delivery, please make the request as instructed above on or before April 24, 2020.

## 🔒 How To Vote 🔒

### Please Choose One of the Following Voting Methods

#### Vote By Internet:

##### *Before The Meeting:*

Go to [www.proxyvote.com](http://www.proxyvote.com) to vote up until 11:59 p.m. Eastern Daylight Time on May 7, 2020. Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) available and follow the instructions.

##### *During The Meeting:*

Go to [www.virtualshareholdermeeting.com/CL2020](http://www.virtualshareholdermeeting.com/CL2020). Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) available and follow the instructions.

**Vote By Telephone:** To vote now by telephone, call 1-800-690-6903. Use the telephone number to vote up until 11:59 p.m. Eastern Daylight Time on May 7, 2020. Have the information that is printed in the box marked by the arrow → [XXXX XXXX XXXX XXXX] (located on the following page) available and follow the instructions.

**Vote By Mail:** To vote now by mail, mark, sign and date your voting form and return it in the postage-paid envelope we have provided so we receive it by 11:59 p.m. Eastern Daylight Time on May 7, 2020.

D10043-Z16303-Z16302

Voting Items

The Board of Directors recommends a vote "FOR" each of the nominees for director.

1. Election of directors

Nominees:

	FOR	AGAINST	ABSTAIN
1a. John P. Bilbrey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1b. John T. Cahill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1c. Lisa M. Edwards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1d. Helene D. Gayle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1e. C. Martin Harris	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1f. Martina Hund-Mejean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1g. Lorrie M. Norrington	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1h. Michael B. Polk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1i. Stephen I. Sadove	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1j. Noel R. Wallace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Board of Directors recommends a vote "FOR" proposals 2 and 3.

	FOR	AGAINST	ABSTAIN
2. Ratify selection of PricewaterhouseCoopers LLP as Colgate's independent registered public accounting firm.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Advisory vote on executive compensation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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The Board of Directors recommends a vote "AGAINST" proposals 4 and 5.

	FOR	AGAINST	ABSTAIN
4. Stockholder proposal on independent Board Chairman.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Stockholder proposal to reduce the ownership threshold to call special stockholder meetings to 10%.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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D10044-Z76303-Z76302

D10045-Z76303-Z76302

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**COLGATE-PALMOLIVE COMPANY**

**Proxy Solicited by the Board of Directors  
for Annual Meeting on May 8, 2020**

The undersigned hereby appoints as proxies, with full power of substitution to each, HELENE D. GAYLE, STEPHEN I. SADOVE and NOEL R. WALLACE (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 via live webcast on May 8, 2020 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 within the box below exactly as name appears 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)