| SEC Form 4 |  |
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### FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

### 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 APPROVAL            |           |  |  |  |  |  |  |  |
|-------------------------|-----------|--|--|--|--|--|--|--|
| OMB Number:             | 3235-0287 |  |  |  |  |  |  |  |
| Estimated average burde | en        |  |  |  |  |  |  |  |
| hours per response:     | 0.5       |  |  |  |  |  |  |  |

| 1. Name and Addre                     | 1 0           |                     | 2. Issuer Name <b>and</b> 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>03/01/2004                           | X Onler (give line of the (specify below) Exec VP Pres. Colgate Latin Am  |
| (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. |   | 4. Securities<br>Disposed Of<br>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<br>(Instr. 4) |
|---------------------------------|--|---|-----------------------------|---|------------------------------------|---------------|---------|---|---|---|
|                                 |  |   | Code                        | v | Amount                             | (A) or<br>(D) | Price   | Transaction(s)<br>(Instr. 3 and 4)  |   | (1130.4)  |
| Common Stock                    | 03/01/2004                                 |   | F <sup>(1)</sup>            |   | 4,250                              | D             | \$55.95 | 344,407   | D   |   |
| Common Stock                    |  |   |                             |   |                                    |               |         | 18,272  | 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)

| 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>Transa<br>Code (<br>8) |   | of<br>Deriv<br>Secu<br>Acqu<br>(A) or<br>Dispo<br>of (D)<br>(Instr | Derivative (Month/Day/Year)<br>Securities<br>Acquired<br>(A) or |                     | 7. Title<br>Amour<br>Securi<br>Under<br>Deriva<br>Securi<br>and 4) | nt of<br>ties<br>lying<br>tive<br>ty (Instr. 3 | 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) | Ownership<br>Form:<br>Direct (D) | 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. Payment of tax liability by withholding shares of stock from restricted shares vesting under the issuer's Executive Incentive Compensation Plan.

**Remarks:** 

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

03/03/2004

\*\* 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.