

**Colgate-Palmolive Company**  
**Geographic Sales Analysis Percentage Changes**  
**For the Twelve Months Ended December 31, 2011 vs 2010**  
**(Unaudited)**

<b>Region</b>	<b>COMPONENTS OF SALES CHANGE</b>						
	<b>Sales Change As Reported</b>	<b>12 Months Organic Sales Change</b>	<b>As Reported Volume</b>	<b>Organic Volume</b>	<b>Ex-Volume</b>	<b>Pricing Coupons Consumer &amp; Trade Incentives</b>	<b>Foreign Exchange</b>
<b>Total Company<sup>(1)(2)</sup></b>	<b>7.5%</b>	<b>4.0%</b>	<b>3.5%</b>	<b>3.0%</b>	<b>4.0%</b>	<b>1.0%</b>	<b>3.0%</b>
<b>Europe<sup>(1)</sup></b>	<b>10.0%</b>	<b>(0.5)%</b>	<b>5.5%</b>	<b>1.0%</b>	<b>5.5%</b>	<b>(1.5)%</b>	<b>6.0%</b>
<b>Latin America<sup>(2)</sup></b>	<b>11.5%</b>	<b>11.0%</b>	<b>2.5%</b>	<b>4.0%</b>	<b>4.0%</b>	<b>7.0%</b>	<b>2.0%</b>
<b>Asia Pacific</b>	<b>10.0%</b>	<b>5.5%</b>	<b>6.0%</b>	<b>6.0%</b>	<b>6.0%</b>	<b>(0.5)%</b>	<b>4.5%</b>
<b>Africa/Eurasia<sup>(1)</sup></b>	<b>5.0%</b>	<b>3.5%</b>	<b>4.5%</b>	<b>4.0%</b>	<b>5.0%</b>	<b>(0.5)%</b>	<b>1.0%</b>
<b>Total International</b>	<b>10.0%</b>	<b>6.0%</b>	<b>4.0%</b>	<b>3.5%</b>	<b>5.0%</b>	<b>2.5%</b>	<b>3.5%</b>
<b>North America</b>	<b>—%</b>	<b>(0.5)%</b>	<b>2.5%</b>	<b>2.5%</b>	<b>2.5%</b>	<b>(3.0)%</b>	<b>0.5%</b>
<b>Total CP Products</b>	<b>8.0%</b>	<b>4.5%</b>	<b>4.0%</b>	<b>3.5%</b>	<b>4.5%</b>	<b>1.0%</b>	<b>3.0%</b>
<b>Hill's</b>	<b>4.5%</b>	<b>1.5%</b>	<b>—%</b>	<b>—%</b>	<b>—%</b>	<b>1.5%</b>	<b>3.0%</b>
<b>Emerging Markets<sup>(3)</sup></b>	<b>10.5%</b>	<b>9.0%</b>	<b>4.0%</b>	<b>4.5%</b>	<b>5.0%</b>	<b>4.5%</b>	<b>2.0%</b>
<b>Developed Markets</b>	<b>4.5%</b>	<b>(1.0)%</b>	<b>2.5%</b>	<b>1.0%</b>	<b>2.5%</b>	<b>(2.0)%</b>	<b>3.5%</b>

Notes:

(1) The Sanex business was acquired in June 20, 2011. The impact of the Sanex acquisition on twelve months sales and volume was 1.0% for the Total Company, 4.5% for Europe and 1.0% for Africa/Eurasia.

(2) The Company's laundry detergent business in Colombia was sold on July 29, 2011. The impact of the sale of the Company's laundry detergent business in Colombia on twelve months sales and volume was 0.5% for the Total Company and 1.5% for Latin America.

(3) Emerging Markets include Latin America, Asia (excluding Japan), Africa/Eurasia and Central Europe.