



Colgate Confirms Strong Mexican Operating Results

NEW YORK, NEW YORK, OCTOBER 16, 2001... Responding to inquiries on Colgate's Mexican business prompted by a pre-announcement by another consumer products company, Colgate today confirmed very strong current operating results for Colgate Mexico. The announcement stated that excellent 2001 year to date results have continued strongly in the 3rd quarter. The Company also expressed positive expectations for the Mexican business for the full year 2001.

Chairman and CEO Reuben Mark said "We are extremely pleased with the Mexican results for the 3rd quarter, which we will announce together with our overall earnings on Thursday of this week. In the 3rd quarter, Mexican unit volume was up in the high single digits, gross profit percentage was up significantly, and operating income grew double digit as well. Even more importantly, Mexican market shares showed extraordinary strength increasing in the latest period in 8 of 9 product categories tracked by AC Nielsen.

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About Colgate-Palmolive: Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Household Surface Care, Fabric Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Ajax, Axion, Soupline, Suavitel and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate's global business, visit the Company's web site on the Internet at www.colgate-palmolive.com.

This press release (other than historical information) contains forward-looking statements. Actual events or results may differ materially from those statements. Investors should consult the Company's filings with the Securities and Exchange Commission (including the Company's Form 8-K dated November 13, 1998) for information about factors that could cause such differences. Copies of these filings may be obtained upon request from the Company's Investor Relations Department.

The full text of Colgate Releases is available: Internet Address: www.colgate-palmolive.com Shareholder Direct: 1-800-850-2654 E-mail: Investor_Relations@colpal.com