FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

# STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

**OMB APPROVAL** 

OMB Number: Estimated average burden

Section 16. Form		STA	TEMENT	OF CHANGE	VNERSH		B Number: mated average burd	3235-0287 den				
obligations may of Instruction 1(b).	continue. See			ursuant to Section 16(a) or Section 30(h) of the I			.934	hou	rs per response:	0.5		
Name and Address of Reporting Person*     WHEELER ROBERT C				2. Issuer Name <b>and</b> Tick COLGATE PAL			(Checl	ationship of Repor all applicable) Director Officer (give titl		ssuer Owner (specify		
(Last) C/O COLGATE 300 PARK AVE		(Middle)		8. Date of Earliest Trans 08/08/2007	action (Month	n/Day/Year)		X Officer (give title Officer (specify below) below)  CEO, Hill's Pet Nutrition				
(Ctro at)			4	I. If Amendment, Date o	of Original File	d (Month/Day	/Year)	6. Indi	vidual or Joint/Gro	up Filing (Check A	Applicable	
(Street) NEW YORK	NY	10022						X	•	ne Reporting Persone than One Rep		
(City)	(State)	(Zip)										
		Table I - No	on-Derivati	ve Securities Acc	quired, Di	sposed of,	or Be	neficially	Owned			
1. Title of Security	(Instr. 3)		2. Transaction Date (Month/Day/Ye	Execution Date,	3. Transaction Code (Instr. 8)	4. Securities Disposed Of			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Disposed Of	Acquired (D) (Insti	d (A) or r. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Common Stock	08/08/2007		M <sup>(1)</sup>		7,841	A	\$58.65	228,451	D	
Common Stock	08/08/2007		F <sup>(2)</sup>		350	D	\$68.36	228,101	D	
Common Stock	08/08/2007		F <sup>(3)</sup>		6,728	D	\$68.36	221,373	D	
Common Stock	08/08/2007		M <sup>(1)</sup>		7,782	A	\$58.83	229,155	D	
Common Stock	08/08/2007		F <sup>(2)</sup>		341	D	\$68.36	228,814	D	
Common Stock	08/08/2007		F <sup>(3)</sup>		6,697	D	\$68.36	222,117	D	
Common Stock	08/08/2007		<b>M</b> <sup>(1)</sup>		7,614	A	\$58.83	229,731	D	
Common Stock	08/08/2007		F <sup>(2)</sup>		333	D	\$68.36	229,398	D	
Common Stock	08/08/2007		F <sup>(3)</sup>		6,552	D	\$68.36	222,846	D	
Common Stock	08/09/2007		S <sup>(4)</sup>		326	D	\$67.2297	222,520 <sup>(5)</sup>	D	
Common Stock								584	I	By Issuer's 401(k) Plan Trustee
Common Stock								124	I	By Hill's Trustee

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8) Securiti Acquire (A) or Dispose of (D) (Instr. 3, and 5)		vative urities uired or oosed o)	6. Date Exerc Expiration Da (Month/Day/Y	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$58.65	08/08/2007		M <sup>(1)</sup>			7,841	05/03/2001	09/11/2007	Common Stock	7,841	\$0	0	D	
Stock Option (Right to Buy)	\$58.83	08/08/2007		M <sup>(1)</sup>			7,782	04/23/2002	09/11/2007	Common Stock	7,782	\$0	0	D	
Stock Option (Right to Buy)	\$58.83	08/08/2007		M <sup>(1)</sup>			7,614	04/23/2002	09/11/2007	Common Stock	7,614	\$0	0	D	

### **Explanation of Responses:**

- 1. Exercise of expiring stock options awarded under the issuer's employee stock option plan.
- 2. Payment of tax liability by delivering or withholding shares of stock incident to the exercise of the option under the issuer's employee stock option plan.
- 3. Payment of exercise price of stock option by delivering or withholding shares of stock incident to the exercise of the option under the issuer's employee stock option plan.
- 4. Sale of shares (with proceeds delivered to the Company) for payment of tax liability above minimum required statutory withholding (but not in excess of full applicable statutory tax rates) incident to the exercise of the option under the issuer's employee stock option plan..
- 5. As a result of the reported transactions, the reporting person's Common Stock ownership has increased by 1,910 shares.

### Remarks:

Nina D. Gillman by power of attorney 08/10/2007

\*\* 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.