SEC Form 4	
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## FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

	Check this box if no longer subject to Section 16. Form 4 or Form 5 Ibligations may continue. <i>See</i> Instruction 1(b).
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### 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

OWB APPRC	VAL
OMB Number:	3235-0287
Estimated average burde	en
hours per response:	0.5

1. Name and Address of Reporting Person <sup>*</sup> MOISON FRANCK J			2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>COLGATE PALMOLIVE CO</u> [ CL ]		tionship of Reporting Pe all applicable) Director	10% Owner	
				— X	Officer (give title below)	Other (specify below)	
(Last)			3. Date of Earliest Transaction (Month/Day/Year)		,	,	
C/O COLGATE-PALMOLIVE COMPANY			02/05/2010		C.O.O. Emerging Mkts.		
300 PARK AVENUE							
			4. If Amendment, Date of Original Filed (Month/Day/Year)				
(Street)				Line)			
· · ·	NIXZ	10022			Form filed by One Re	porting Person	
NEW YORK	NY	10022			Form filed by More the Person	an One Reporting	
(City)	(State)	(Zip)					

### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

Table 1 Hon Bernarde Geoannies Acquirea, Disposed oi, or Benenolary Owned											
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)					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	02/05/2010		<b>M</b> <sup>(1)</sup>		5,000	A	\$55.6563	86,501	D		
Common Stock	02/05/2010		<b>F</b> <sup>(2)</sup>		4,085	D	\$79.26	82,416	D		
Common Stock	02/08/2010		S <sup>(3)</sup>		149	D	\$79.4057	82,267	D		
Common Stock								1,189	I	By Issuer's 401(k) Plan Trustee	

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	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. Transa Code ( 8)		of Expiration Date Derivative (Month/Day/Year) Securities Acquired			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)	\$55.6563	02/05/2010		M <sup>(1)</sup>			5,000	05/04/2003	05/04/2010	Common Stock	5,000	\$0	5,000	D	

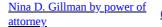
#### Explanation of Responses:

1. Exercise of stock options awarded under the issuer's employee stock option plan.

2. The exercise price of the options and related withholding requirement was satisfied by the Company's withholding shares otherwise deliverable upon exercise of the options.

3. 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.

#### **Remarks:**



02/09/2010

\*\* 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.

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