

Williamson Francis M
 Form 3
 December 20, 2010

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Williamson Francis M
 (Last) (First) (Middle)

2. Date of Event Requiring Statement
 (Month/Day/Year)
 12/09/2010

3. Issuer Name and Ticker or Trading Symbol
 COLGATE PALMOLIVE CO [CL]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

COLGATE PALMOLIVE
 COMPANY, 300 PARK
 AVENUE

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

(Check all applicable)

Director 10% Owner
 Officer Other
 (give title below) (specify below)
 VP Fin. & Strat. Plan. Lat. Am.

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------------|---|---|---|
| Common Stock | 91,603 | D | ^ |
| Common Stock | 10,488 | I | By Issuer's 401(k) Plan Trustee |
| Series B Convertible Preference Stock | 4,745 | I | By Issuer's 401(k) Plan Trustee |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|-----------------|--|----------------------------|--|--|--|
| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | |
| Series B Convertible Preference Stock Units | Â <u>(1)</u> | Â <u>(1)</u> | Series B Convertible Preference Stock | 124 | \$ 0 | D | Â |
| Stock Option (Right to Buy) | 09/17/2004 ⁽²⁾ | 09/17/2011 | Common Stock | 22,000 | \$ 56.675 | D | Â |
| Stock Option (Right to Buy) | 09/12/2005 ⁽²⁾ | 09/12/2012 | Common Stock | 23,000 | \$ 55.11 | D | Â |
| Stock Option (Right to Buy) | 09/08/2008 ⁽²⁾ | 09/08/2011 | Common Stock | 23,500 | \$ 53.455 | D | Â |
| Stock Option (Right to Buy) | 09/07/2009 ⁽²⁾ | 09/07/2012 | Common Stock | 26,000 | \$ 60.68 | D | Â |
| Stock Option (Right to Buy) | 09/12/2010 ⁽²⁾ | 09/12/2013 | Common Stock | 28,000 | \$ 68.15 | D | Â |
| Stock Option (Right to Buy) | 09/11/2009 ⁽³⁾ | 09/11/2014 | Common Stock | 28,000 | \$ 79.52 | D | Â |
| Stock Option (Right to Buy) | 09/10/2010 ⁽³⁾ | 09/10/2015 | Common Stock | 28,000 | \$ 73.23 | D | Â |
| Stock Option (Right to Buy) | 09/16/2011 ⁽³⁾ | 09/16/2016 | Common Stock | 28,000 | \$ 76.58 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|----------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Williamson Francis M COLGATE PALMOLIVE COMPANY 300 PARK AVENUE NEW YORK, NY 10022 | Â | Â | Â VP Fin.& Strat. Plan. Lat. Am. | Â |

Signatures

Nina Huffman by Power of Attorney
12/20/2010

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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).
- (1) The reported Preference Stock units were acquired under the Issuer's Supplemental Savings & Investment Plan and will be settled upon the reporting person's retirement or other termination of service.
- (2) Option became 100% exercisable on the date shown in this column.
- (3) Option becomes exercisable in one-third increments on each anniversary date, with the first third becoming exercisable on the date shown in this column.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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