

COLGATE PALMOLIVE CO  
Form 3  
January 17, 2008

**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 \*

Â de Guillenchmidt Alec  
(Last) (First) (Middle)

COLGATE-PALMOLIVE COMPANY,Â 300 PARK AVENUE

(Street)

NEW YORK,Â NYÂ 10022

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
01/10/2008

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

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
Pres. Colgate Europe & So.Pac.

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

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

27,917

D

Â

Common Stock

138

I

By Issuer's 401(k) Plan Trustee

Series B Convertible Preference Stock

7

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<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) |                 | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) |                            | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect (I)<br>(Instr. 5) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|-----------------|--|----------------------------|--|--|--|
|   | Date Exercisable  | Expiration Date | Title  | Amount or Number of Shares |  |  |  |
| Stock Option (Right to Buy)                   | 09/10/2001 <sup>(1)</sup>                                   | 09/10/2008      | Common Stock   | 8,000                      | \$ 33.7344   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/09/2002 <sup>(1)</sup>                                   | 09/09/2009      | Common Stock   | 8,000                      | \$ 55.6563   | D  | Â  |
| Stock Option (Right to Buy)                   | 11/04/2004 <sup>(1)</sup>                                   | 11/04/2009      | Common Stock   | 24,000                     | \$ 57.375  | D  | Â  |
| Stock Option (Right to Buy)                   | 05/09/2000 <sup>(1)</sup>                                   | 09/10/2008      | Common Stock   | 2,322                      | \$ 58.125  | D  | Â  |
| Stock Option (Right to Buy)                   | 09/14/2003 <sup>(1)</sup>                                   | 09/14/2010      | Common Stock   | 9,000                      | \$ 48.0625   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/14/2007 <sup>(1)</sup>                                   | 09/14/2010      | Common Stock   | 4,000                      | \$ 48.0625   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/17/2004 <sup>(1)</sup>                                   | 09/17/2011      | Common Stock   | 11,000                     | \$ 56.675  | D  | Â  |
| Stock Option (Right to Buy)                   | 09/12/2005 <sup>(1)</sup>                                   | 09/12/2012      | Common Stock   | 12,000                     | \$ 55.11   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/11/2006 <sup>(1)</sup>                                   | 09/11/2009      | Common Stock   | 10,800                     | \$ 56.565  | D  | Â  |
| Stock Option (Right to Buy)                   | 09/09/2007 <sup>(1)</sup>                                   | 09/09/2010      | Common Stock   | 10,800                     | \$ 54.4  | D  | Â  |
| Stock Option (Right to Buy)                   | 09/08/2006 <sup>(2)</sup>                                   | 09/08/2011      | Common Stock   | 10,800                     | \$ 53.455  | D  | Â  |
| Stock Option (Right to Buy)                   | 09/07/2007 <sup>(2)</sup>                                   | 09/07/2012      | Common Stock   | 13,000                     | \$ 60.68   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/12/2008 <sup>(2)</sup>                                   | 09/12/2013      | Common Stock   | 17,500                     | \$ 68.15   | D  | Â  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                                  |       |
|---|---------------|-----------|----------------------------------|-------|
|   | Director      | 10% Owner | Officer                          | Other |
| de Guillenchmidt Alec<br>COLGATE-PALMOLIVE COMPANY<br>300 PARK AVENUE<br>NEW YORK, NY 10022 | Â             | Â         | Â Pres. Colgate Europe & So.Pac. | Â     |

## Signatures

Nina D. Gillman by power of  
attorney

01/17/2008

\_\_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) Option became 100% exercisable on the date shown in this column.
  - (2) 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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