

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)

|   |   |   |   |   |  |
|---|---|---|---|---|--|
| <p>1. Name and Address of Reporting Person *</p> <p>Â Groener David R</p> <p>(Last) (First) (Middle)</p> <p>COLGATE-PALMOLIVE COMPANY,Â 300 PARK AVENUE</p> <p>(Street)</p> <p>NEW YORK,Â NYÂ 10022</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>01/10/2008</p> | <p>3. Issuer Name and Ticker or Trading Symbol</p> <p>COLGATE PALMOLIVE CO [CL]</p> | <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>VP-Global Supply Chain</p> | <p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> | <p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p> |
|---|---|---|---|---|--|

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4)    | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---------------------------------------|--|---|--|
| Common Stock                          | 33,510   | D   | Â  |
| Common Stock                          | 6,744  | I   | By Issuer's 401(k) Plan Trustee                          |
| Series B Convertible Preference Stock | 2,823  | 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 |  |  |  |
| Series B Convertible Preference Stock Units   | Â <u>(1)</u>  | Â <u>(1)</u>    | Series B Convertible Preference Stock  | 142                        | \$ 0   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/10/2001 <u>(2)</u>                                       | 09/10/2008      | Common Stock   | 6,800                      | \$ 33.7344   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/09/2002 <u>(2)</u>                                       | 09/09/2009      | Common Stock   | 14,000                     | \$ 55.6563   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/09/2006 <u>(2)</u>                                       | 09/09/2009      | Common Stock   | 20,000                     | \$ 55.6563   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/14/2003 <u>(2)</u>                                       | 09/14/2010      | Common Stock   | 15,000                     | \$ 48.0625   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/17/2004 <u>(2)</u>                                       | 09/17/2011      | Common Stock   | 16,000                     | \$ 56.675  | D  | Â  |
| Stock Option (Right to Buy)                   | 09/12/2005 <u>(2)</u>                                       | 09/12/2012      | Common Stock   | 20,000                     | \$ 55.11   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/11/2006 <u>(2)</u>                                       | 09/11/2009      | Common Stock   | 19,800                     | \$ 56.565  | D  | Â  |
| Stock Option (Right to Buy)                   | 09/09/2007 <u>(2)</u>                                       | 09/09/2010      | Common Stock   | 21,000                     | \$ 54.4  | D  | Â  |
| Stock Option (Right to Buy)                   | 09/08/2006 <u>(3)</u>                                       | 09/08/2011      | Common Stock   | 22,500                     | \$ 53.455  | D  | Â  |
| Stock Option (Right to Buy)                   | 09/07/2007 <u>(3)</u>                                       | 09/07/2012      | Common Stock   | 24,000                     | \$ 60.68   | D  | Â  |
| Stock Option (Right to Buy)                   | 09/12/2008 <u>(3)</u>                                       | 09/12/2013      | Common Stock   | 26,000                     | \$ 68.15   | D  | Â  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                          |       |
|---|---------------|-----------|--------------------------|-------|
|   | Director      | 10% Owner | Officer                  | Other |
| Groener David R<br>COLGATE-PALMOLIVE COMPANY<br>300 PARK AVENUE<br>NEW YORK, NY 10022 | Â             | Â         | Â VP-Global Supply Chain | 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) 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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