

COLGATE PALMOLIVE CO

Reported by **VERDUIN PATRICIA**

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 03/13/17 for the Period Ending 03/09/17

Address 300 PARK AVE

NEW YORK, NY 10022

Telephone 2123102000

CIK 0000021665

Symbol CL

SIC Code 2844 - Perfumes, Cosmetics, and Other Toilet Preparations

Industry Personal Products

Sector Consumer Non-Cyclicals

Fiscal Year 12/31



[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *					2. Issuer Name and Ticker or Trading Symbol						5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
Verduin Patricia				ŀ	COLGATE PALMOLIVE CO [CL]												
(Last) (First) (Middle)				-	3. Date of Earliest Transaction (MM/DD/YYYY)						Director X Officer (g	ive title belo		% Owner Other (speci	fv below)		
C/O COLGATE-PALMOLIVE					3/9/2017							Chief Techno					
COMPANY, 300 PARK AVENUE																	
(Street)				4	4. If Amendment, Date Original Filed (MM/DD/YYYY)							6. Individual or Joint/Group Filing (Check Applicable Line)					
NEW YORK, NY 10022												_ X _ Form filed by One Reporting Person _ Form filed by More than One Reporting Person					
(C	ity) (Sta	te) (Zij	p)								-						
			Table I	I - Non-I) Perivat	tive Se	curities A	Acqu	iired, D	isposeo	d of,	or Bei	neficially Owne	ed			
1. Title of Security (Instr. 3)			Trans. Date	2A. Deemed Execution Date, if any		3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			A) or	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)			Ownership of I Form: Ber	Beneficial	
							Code	V	Amount	(A) or (D)	Pr	rice					Ownership (Instr. 4)
Common Stock 3/9/2017			3/9/2017			s (1)		5773	D	\$73.35	571 (2)		49059		D		
Common Stock												7056		I	By Issuer's 401(k) Plan Trustee		
Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																	
1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative	Date I	3A. Deen Execution Date, if an	n (Instr.	r. 8) Deri Acqu Disp				5. Date Exercisable and Expiration Date		Se	ecurities	Underlying Security		Securities Beneficially Owned	Ownership Form of Derivative Security:	11. Nature of Indirect Beneficial Ownership (Instr. 4)
	Security			Cod	le V	(A)	(D)	E	Date Exercisable	Expirate Date	ion Ti	itle Am	nount or Number of ures		Following Reported Transaction(s) (Instr. 4)	Direct (D) or Indirect (I) (Instr. 4)	

Explanation of Responses:

- (Sale of shares with proceeds delivered to the issuer for payment of tax liability incident to vesting of a restricted stock unit award under the issuer's incentive
- 1) compensation plan. This transaction was effected pursuant to a Rule 10b5-1 trading plan.
- (Weighted average price, as these shares were sold in multiple transactions at prices ranging from \$73.33 to \$73.36, inclusive. The reporting person undertakes
- 2) to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, additional information regarding the number of shares sold at each separate price within the range set forth in this footnote.

Reporting Owners

Reporting Owner Name / Address	Relationships							
Reporting Owner Name / Address	Director 10% Ow		Officer	Other				
Verduin Patricia								
C/O COLGATE-PALMOLIVE COMPANY			Chief Technology Officer					
300 PARK AVENUE			chief rechnology officer					
NEW YORK, NY 10022								

Signatures

/s/ Kristine Hutchinson, Attorney-in-Fact	3/13/2017	
** 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 control number.