COLGATE·PALMOLIVE

January 14, 2016

Colgate Declares Regular Quarterly Dividend and Adopts Proxy Access By-Law Amendments

NEW YORK--(BUSINESS WIRE)-- The Board of Directors of Colgate-Palmolive Company (NYSE:CL) today declared a quarterly cash dividend of $0.38 per common share, payable on February 16, 2016, to shareholders of record on January 25, 2016. The Company has paid uninterrupted dividends on its common stock since 1895.

Separately, the Company also announced today that its Board of Directors has approved amendments to the Company's By-laws to, among other things, provide eligible shareholders with new "proxy access" rights for nominating director candidates. Under the amendments, a shareholder, or a group of up to 20 shareholders, owning at least three percent of the Company's outstanding common stock continuously for at least three years may submit director nominees for up to the greater of two directors or 20 percent of the Board, subject to the terms and conditions specified in the By-laws.

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About Colgate-Palmolive: Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Hill's Ideal Balance. For more information about Colgate's global business, visit the Company's web site at http://www.colgatepalmolive.com. To learn more about Colgate's global oral health education program, Bright Smiles, Bright Futures™, please visit http://www.colgatebsbf.com. CL-D, CL-C

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