

Colgate-Palmolive Company

Geographic Sales Analysis

Percentage Changes - Second Quarter 2009 vs 2008

June 30, 2009

(Unaudited)

Region	2nd Qtr			COMPONENTS OF SALES CHANGE SECOND QUARTER			6 Months			COMPONENTS OF SALES CHANGE SIX MONTHS		
	As Reported	Ex-Divestment	Organic Sales Change	Ex-Divested Volume	Pricing Coupons Consumer & Trade Incentives	Exchange	As Reported	Ex-Divestment	Organic Sales Change	Ex-Divested Volume	Pricing Coupons Consumer & Trade Incentives	Exchange
Total Company	(5.5%)	(5.5%)	6.0%	(1.5%)	7.5%	(11.5%)	(5.5%)	(5.5%)	7.0%	(1.0%)	8.0%	(12.5%)
Europe/South Pacific	(18.0%)	(17.5%)	(1.5%)	(2.5%)	1.0%	(16.0%)	(19.0%)	(18.5%)	(1.5%)	(3.0%)	1.5%	(17.0%)
Latin America	(1.5%)	(1.5%)	16.5%	2.0%	14.5%	(18.0%)	(2.5%)	(2.5%)	16.5%	2.0%	14.5%	(19.0%)
Greater Asia/Africa	(4.5%)	(4.0%)	8.0%	(1.0%)	9.0%	(12.0%)	(3.5%)	(3.5%)	9.5%	1.5%	8.0%	(13.0%)
Total International	(8.0%)	(7.5%)	8.0%	(0.5%)	8.5%	(15.5%)	(9.0%)	(8.5%)	8.0%	0.0%	8.0%	(16.5%)
North America	2.5%	2.5%	4.0%	2.5%	1.5%	(1.5%)	3.0%	3.0%	4.5%	2.5%	2.0%	(1.5%)
Total CP Products	(6.0%)	(5.5%)	7.5%	0.5%	7.0%	(13.0%)	(6.5%)	(6.0%)	7.5%	0.5%	7.0%	(13.5%)
Hill's	(3.0%)	(3.0%)	1.0%	(11.5%)	12.5%	(4.0%)	(1.5%)	(1.5%)	3.5%	(9.5%)	13.0%	(5.0%)