

COLGATE PALMOLIVE CO  
Form DEFA14A  
March 25, 2015

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

**SCHEDULE 14A  
(Rule 14a-101)**

Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934 (Amendment No. )

Filed by the Registrant  [X]

Filed by a Party other than the Registrant  [ ]

Check the appropriate box:

[ ] Preliminary Proxy Statement

[ ] Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

[ ] Definitive Proxy Statement

[X] Definitive Additional Materials

[ ] Soliciting Material Pursuant to §240.14a-12

**Colgate-Palmolive Company**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

[X] No fee required.

[ ] Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

1) Title of each class of securities to which transaction applies:

2) Aggregate number of securities to which transaction applies:

3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

4) Proposed maximum aggregate value of transaction:

5) Total fee paid:

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- Fee previously paid with preliminary materials.
- Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
- 1) Amount Previously Paid:
  - 2) Form, Schedule or Registration Statement No.
  - 3) Filing Party:
  - 4) Date Filed:

**\*\*\* Exercise Your *Right to Vote* \*\*\***

**IMPORTANT NOTICE** Regarding Annual Meeting and the Availability of Proxy Materials

**COLGATE-PALMOLIVE COMPANY**

*COLGATE-PALMOLIVE COMPANY*  
*300 PARK AVENUE*  
*NEW YORK, NY 10022-7499*

**Meeting Information**

**MeetingType:** Annual Meeting  
**For holders as of:** March 9, 2015  
**Date:** May 8, 2015    **Time:** 10:00 a.m.  
**Location:** Marriott Marquis Hotel  
Broadway Ballroom  
1535 Broadway (between 45th and 46th Streets)  
New York, NY 10036

You are receiving this communication because you hold shares in the above-named company.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the internet. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com) or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

**See the reverse side of this notice to obtain proxy materials and voting instructions.**

— **Before You Vote** —

How to Access the Proxy Materials

**Proxy Materials Available to VIEW  
or RECEIVE:**

Notice of 2015 Annual Meeting of Stockholders and  
Proxy Statement                      2014 Annual Report

**How to View Materials Online:**

Have the information that is printed in the box  
marked by the arrow (located on the following page)  
and visit: *www.proxyvote.com*.

**How to Request and Receive a  
PAPER or E-MAIL Copy:**

If you want to receive a paper or e-mail copy of these  
documents, you must request one. There is NO charge  
for requesting a copy.

Please choose one of the following methods to make  
your request:

- 1) *BY INTERNET:*     *www.proxyvote.com*
- 2) *BY TELEPHONE:* 1-800-579-1639
- 3) *BY E-MAIL\*:*     sendmaterial@proxyvote.com

\* If requesting materials by e-mail, please send a  
blank e-mail with the information that is printed in the  
box marked by the arrow (located on the following  
page) in the subject line. Requests, instructions and  
other inquiries sent to this e-mail address will NOT be  
forwarded to your investment advisor.

To facilitate timely delivery, please make the request  
as instructed above on or before April 24, 2015.

— **How To Vote** —

Please Choose One of the Following Voting Methods

**Vote By Internet:** To vote now by internet, go to *www.proxyvote.com*. Use the internet to vote up until 11:59 p.m. Eastern Daylight Time on May 7, 2015. Have the information that is printed in the box marked by the arrow (located on the following page) available and follow the instructions.

**Vote By Telephone:** To vote by telephone, go to *www.proxyvote.com*. Use the telephone number provided on the website to vote up until 11:59 p.m. Eastern Daylight Time on May 7, 2015. Have the information that is printed in the box marked by the arrow (located on the following page) available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the proxy materials, which will include a proxy card (see instructions above).

**Vote In Person:** If you wish to vote at the Annual Meeting, written ballots will be available from the ushers at the meeting. If the shares are held in the name of a bank, broker or other holder of record, you must obtain a proxy, executed in your favor, from the holder of record to be able to vote at the meeting.

**Stockholder Meeting Ticket Request:** To attend the meeting, request an admission ticket by mail or e-mail as described in the Proxy Statement or go to the “Shareholder meeting ticket request” link at *www.proxyvote.com*.

**Voting Items**

**The Board of Directors recommends a vote “FOR” each of the nominees for director.**

**1. Election of directors**

Nominees:

1a. John P. Bilbrey

1b. John T. Cahill

1c. Ian Cook

1d. Helene D. Gayle

1e. Ellen M. Hancock

1f. Richard J. Kogan

1g. Delano E. Lewis

1h. Michael B. Polk

1i. J. Pedro Reinhard

1j. Stephen I. Sadove

**The Board of Directors recommends a vote “FOR” proposals 2 and 3.**

**2.** Ratify selection of PricewaterhouseCoopers LLP as Colgate’s independent registered public accounting firm.

**3.** Advisory Vote on Executive Compensation.

**\*\*\* Exercise Your *Right to Vote* \*\*\***

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Broadway Ballroom  
1535 Broadway (between 45th and 46th Streets)  
New York, NY 10036

You are receiving this communication because you have a plan interest in shares in the above-named company.

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We encourage you to access and review all of the important information contained in the proxy materials before voting.

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other inquiries sent to this e-mail address will NOT be  
forwarded to your investment advisor.

To facilitate timely delivery, please make the request  
as instructed above on or before April 24, 2015.

— **How To Vote** —

Please Choose One of the Following Voting Methods



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**Vote By Internet:** To vote now by internet, go to *www.proxyvote.com*. Use the internet to vote up until 11:59 p.m. Eastern Daylight Time on May 6, 2015. Have the information that is printed in the box marked by the arrow (located on the following page) available and follow the instructions.

**Vote By Telephone:** To vote by telephone, go to *www.proxyvote.com*. Use the telephone number provided on the website to vote up until 11:59 p.m. Eastern Daylight Time on May 6, 2015. Have the information that is printed in the box marked by the arrow (located on the following page) available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the proxy materials, which will include a proxy card (see instructions above).

**Voting Items**

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