COLGATE-PALMOLIVE

QUALITY POLICY STATEMENT

Our goal is to provide consumers with the highest quality products by assuring their performance, consistency, safety and value. This commitment is rooted in our corporate values and is essential to our continued growth and success.

We will meet our comprehensive "Global Colgate Quality Standards" in the design, manufacturing, and distribution of our products as well as meet or exceed all government requirements and consumer expectations worldwide.

We will maintain these high quality standards as we design and manufacture our products by the most efficient means possible to ensure they are affordable to the greatest number of consumers throughout the world.

Our commitment to quality is vital to all we do.

Ian Cook
Chairman, President and
Chief Executive Officer

Colgate-Palmolive is committed to preserving and building the value of our equities and the reputation of our Company in every area of the world in which we operate.

We have developed the following guiding principles to achieve our goal of having the highest quality possible in our products, processes, facilities, and business decisions. Our people throughout the world must be committed to these principles so that we can successfully meet the needs of our consumers globally.

1. OUR PRODUCTS

We will provide consumers around the world with quality products that offer consistent performance at affordable prices.

High Global Product Standards

All of our products will be designed and manufactured according to documented "Global Colgate Quality Standards" for performance and consistency. These standards are not intended to replace applicable regulatory requirements, and will always be equal to, or higher than these requirements.

Product Consistency

We will seek consistency in the performance, composition, and physical appearance of our products.

Consumer Communication

We will encourage continuous feedback from consumers regarding the performance of our products and will utilize their input as a means of improving our product quality.

Market Responsiveness

We will utilize "Global Colgate Quality Standards" to enhance speed to market and meet ever-increasing consumer expectations for performance and value.

2. OUR DESIGN PROCESS

Colgate-Palmolive will apply established quality criteria in the development phase of our products to ensure product performance and consistency, safety, and consumer value. At the same time we will develop and define specifications for raw and packaging materials. We will develop reproducible formulas and reliable processes by which our products are manufactured.

Product Considerations

We will meet consumer expectations by developing formulas, specifications, and processes that allow us to globally manufacture products that are effective, safe, consistent,and comply with all applicable regulations.

Raw & Packaging Materials

We will carefully select and control our raw & packaging materials to provide quality products that meet design specifications.

Quality Testing

We will test all products during development to ensure they meet requirements of performance, safety, quality, and all applicable regulations.

We will always conduct appropriate studies early in the design phase to identify and adjust material, equipment, and processes to ensure the quality of our products.

Our Technology Center in Piscataway develops innovative new global consumer products

3. OUR FACILITIES

Colgate-Palmolive is committed to producing products of the highest quality in all of our manufacturing facilities. We will ensure that performance, consistency, and safety are never compromised.

Colgate state-of-the-art facilities help the Company meet our stringent quality standards.

Performance Expectations

We will ensure our facilities, equipment, manufacturing systems, and processes consistently meet established design criteria.

Change Control

We will review, document, and communicate all changes in equipment, formulas, raw materials, facilities, and processes to ensure that the performance, consistency, and safety of our products are not compromised. We recognize change may occur as a result of consumer needs, ongoing regulatory compliance, and to support the efficient delivery of our products to consumers around the world.

Periodic Assessments

We will continuously improve Quality by conducting periodic assessments in our facilities and at our suppliers. Actions will be implemented based on constructive feedback.

4. OUR BUSINESS DECISIONS

Quality at Colgate-Palmolive is a business opportunity that can materially impact product sales. We must have an uncompromising commitment to quality throughout the organization to meet the needs of our consumers worldwide.

Continuous Improvement

We are dedicated to continuous improvement in all that we do, and will share and learn from our experiences.

Act Responsibly

We will act responsibly to address product quality issues and communicate with regulatory and stakeholder groups.

Quality Is Essential to Our Success

We will seek to educate all Colgate people that our commitment to quality will preserve and build the value of our equities, good name, and reputation. Our people will have the skills and knowledge to ensure that quality is always built into the design, manufacturing, and distribution of our products throughout the world.

5. OUR PEOPLE

Colgate-Palmolive people are essential to delivering and sustaining high quality in our products, processes, facilities, and business decisions.

Participate and Contribute

All Colgate people must participate and contribute to quality to enable us to consistently deliver products of lasting value to consumers around the world.

Teamwork

We will operate in an environment of mutual respect, trust, and commitment, consistent with our Colgate Corporate Values of Caring, Global Teamwork, and Continuous Improvement.

People are our greatest resource

For more information about Colgate-Palmolive
please go to www.colgate.com or
call our Consumer Affairs Department
at 1 (800) 763-0246

COLGATE-PALMOLIVE COMPANY

300 Park Avenue
New York, NY 10022-7499

D10251/092010