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FOR IMMEDIATE RELEASE...

**COLGATE-PALMOLIVE AND FORSYTH INSTITUTE PARTNER TO ADVANCE
GLOBAL ORAL HEALTH**

**Colgate-Forsyth Center for Advancement of Global Oral Health Formed to Identify and
Develop Innovations in Oral Health Care**

New York, New York, Wednesday, February 1, 2006 — Colgate-Palmolive Company (NYSE:CL) today announced an alliance with The Forsyth Institute to advance cutting-edge research in oral health and its effect on overall systemic health. Forsyth, the world's leading independent organization dedicated to scientific research and education in oral health, and Colgate, the world leader in oral care, will work together to expand scientific, dental and medical knowledge for long-term product development. Colgate will provide financial support over five years for the creation of the Colgate-Forsyth Center for Advancement of Global Oral Health.

The Center's research is expected to yield unique diagnostic tools and innovative preventive and therapeutic approaches to improve oral health. The Alliance will provide Colgate with exclusivity for leading-edge science and technology emerging from Forsyth's scientists who engage in Center research. Forsyth will also gain from the development of the intellectual property of its world-class faculty.

Reuben Mark, Chairman and CEO of Colgate-Palmolive said, "Partnering with the world's most prominent oral care researchers should lead to identification of leading-edge science and transform exciting, innovative discoveries into new products. External research partnerships are an important part of our plan to strengthen oral care innovation."

Dr. Dominick P. DePaola, President and CEO of The Forsyth Institute said, “We are looking forward to working with Colgate to accelerate the promise of today’s scientific research. Establishing this Center will enable our scientists to bring new technologies to the benefit of the public at a much faster rate.”

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, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Ajax, Axion, Soupline, Suavitel, as well as Hill’s Science Diet and Hill’s Prescription Diet pet foods. For more information about Colgate’s global business, visit the Company’s web site at www.colgate.com.

About The Forsyth Institute: The Forsyth Institute is the world’s leading independent nonprofit research organization focused on oral, craniofacial and related biomedical science. Established in 1910, Forsyth’s mission is to lead the discovery, communication and application of breakthroughs in oral health and disease prevention that will significantly improve the health and well-being of the nation and the world. For more information about Forsyth visit its web site at www.forsyth.org.

This press release may contain forward-looking statements. Actual events or results may differ materially from those statements. Investors should consult Colgate’s filings with the Securities and Exchange Commission (including the information set forth under the caption “Cautionary Statement on Forward-Looking Statements” in Colgate’s Form 10-K for the year ended December 31, 2004) for information about factors that could cause such differences. Copies of these filings may be obtained upon request from Colgate’s Investor Relations Department or its web site at <http://www.colgate.com>.