



March 2, 2012

Andrew D. Hendry
Chief Legal Officer and Secretary
Colgate-Palmolive Co.
300 Park Ave.
New York, N.Y. 10022-7499

Dear Mr. Hendry:

As You Sow filed a shareholder proposal on behalf of Edward W. Hazen Foundation with the company last fall asking the board of directors to issue a report assessing the feasibility of adopting a policy of Extended Producer Responsibility (EPR) for post-consumer product packaging.

We are pleased to be building a constructive relationship with the company on this issue. We are in receipt of a letter from Robert Dietz, Colgate-Palmolive VP for Global Design and Packaging stating that the company is committed to ensuring that as much of its post-consumer packaging as possible is recycled. The company has agreed to develop and publicly disclose reasonable goals in support of this commitment within one year. The company also agrees to continue to dialogue with As You Sow about the efficacy of EPR for packaging systems.

As a result of these positive, substantive steps, As You Sow agrees to withdraw the shareholder proposal filed for the company's 2012 proxy. We look forward to continued engagement.

Sincerely,

Conrad MacKerron
Senior Director
Corporate Social Responsibility Program

cc: Lori Bezahler, Edward W. Hazen Foundation