

Table 7

Colgate-Palmolive Company
Geographic Sales Analysis
Percentage Changes - Fourth Quarter 2007 vs 2006
December 31, 2007
(Unaudited)

Region	COMPONENTS OF SALES CHANGE FOURTH QUARTER						COMPONENTS OF SALES CHANGE TWELVE MONTHS				
	4th Qtr Sales Change As Reported	4th Qtr Sales Change Ex-Divestment	Ex-Divested Volume	Pricing Coupons Consumer & Trade Incentives	Exchange	12 Months Sales Change As Reported	12 Months Sales Change Ex-Divestment	Ex-Divested Volume	Pricing Coupons Consumer & Trade Incentives	Exchange	
Total Company	13.5%	14.0%	5.5%	2.0%	6.5%	12.5%	13.0%	7.0%	1.0%	5.0%	
Europe/South Pacific	16.0%	16.0%	7.0%	(3.0%)	12.0%	14.5%	14.5%	6.5%	(2.0%)	10.0%	
Latin America	15.5%	17.0%	6.5%	4.5%	6.0%	15.5%	17.0%	10.5%	2.5%	4.0%	
Greater Asia/Africa	18.5%	18.5%	6.5%	3.0%	9.0%	16.5%	16.5%	8.5%	1.5%	6.5%	
Total International	16.5%	17.0%	6.5%	1.5%	9.0%	15.5%	16.0%	8.5%	0.5%	7.0%	
North America	6.5%	7.5%	5.5%	0.5%	1.5%	5.0%	6.5%	5.5%	0.5%	0.5%	
Total CP Products	14.0%	15.0%	6.5%	1.0%	7.5%	13.0%	13.5%	7.5%	0.5%	5.5%	
Hill's	10.0%	10.0%	(0.5%)	7.5%	3.0%	11.5%	11.5%	3.5%	5.5%	2.5%	