

Apostilla

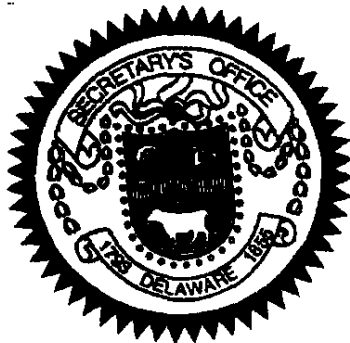
(Convención de La Haya de 5 de Octubre 1961)

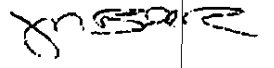


1. País: Estados Unidos de América
- Este documento público:
2. ha sido firmado por Jeffrey W. Bullock
3. actuando en la capacidad de Secretario del Estado de Delaware
4. respalda el sello/estampilla del condado de New York

Certificado

5. En Dover, Delaware
6. el día veintitrés de septiembre, A.D. 2009
7. por el Secretario de Estado, Departamento de Estado de Delaware
8. No. 0396538
9. Sello/Estampilla:
10. Firma:




Secretario de Estado



PODER

Sepan todos por medio del presente que Colgate-Palmolive Company, una compañía constituida y organizada en el Estado de Delaware, Estados Unidos de América, (La "Corporación"), accionista de Colgate-Palmolive del Ecuador S.A.I.C. ("CP Ecuador"), por la presente autoriza a la Sra. Anita Maridueña Pescarolo, ("La Apoderada"), para: (i) representar a la Corporación y para asistir en su nombre a la Junta General Extraordinaria de Accionistas de CP Ecuador, que se celebrará el 14 de Noviembre del 2012 a las 11:00. (ii) participar, votar, discutir y aprobar cualquier asunto puesto en su conocimiento ante la reunión, especialmente la distribución anticipada de dividendos, y (iii) así mismo para ejercer todos los derechos de un accionista en dicha reunión y hacer lo que el Apoderado razonablemente considere conveniente y útil para el beneficio del interés de la Corporación, durante dicha reunión.

Este poder estará vigente hasta la última hora hábil el día 14 de Noviembre del 2012 ó antes, si el mismo es revocado.

EN FE DE LO CUAL, firmo la presente y estampo el sello de la Compañía el día 13 de Noviembre del 2012.

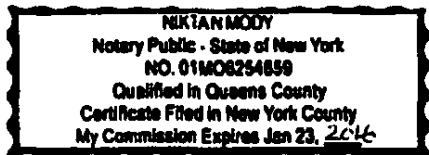
Sello

Por y en nombre de
Colgate-Palmolive Company

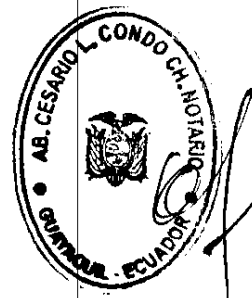
Nina Huffman
Vicepresidente,
Asesora General Corporativa-Asociada

State of New York)
) ss.
County of New York)

On the 13th day of November in the year 2012 before me, the undersigned, a Notary Public in and for the State of New York, personally appeared Nina Huffman, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her capacity, and that by her signature on the instrument, the individual, or the person on behalf of which the individual acted, executed the instrument.


NOTARY PUBLIC

POWER OF ATTORNEY



Know all men by these presents that Colgate-Palmolive Company, a company duly organized and existing according to the laws of the State of Delaware, United States of America (the "Corporation") and a shareholder of Colgate-Palmolive del Ecuador S.A.I.C. ("CP Ecuador"), hereby authorizes Mrs. Anita Mariduena Pescarolo (the "Grantee") (i) to represent the Corporation at and to attend on its behalf the Extraordinary Shareholders' meeting of CP Ecuador to be held on November 14, 2012 at 11.00 a.m., (ii) to participate in, vote on, discuss and approve any matters properly brought before the meeting, including, without limitation, the anticipated distributions of dividends, (iii) to exercise all the rights of a shareholder at said meeting and (iv) to do whatever the Grantee may reasonably consider advisable and useful for the benefit of the Corporation's interest at such meeting.

Unless sooner revoked or terminated, this Power of Attorney shall be in effect until close of business in Guayaquil on November 14, 2012.

IN WITNESS WHEREOF, the undersigned has executed this Power of Attorney as of this 13th day of November 2012.

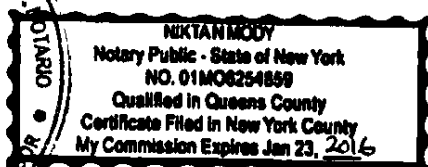
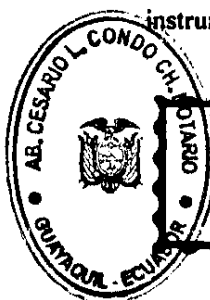
Seal

For and behalf of
Colgate-Palmolive Company

Nina Huffman
Vice President, Associate General
Counsel - Corporate

State of New York)
) ss.
County of New York)

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NOTARY PUBLIC

Ab. Cesario L. Condo Chiriboga
Notario 5o. del Cantón
Guayaquil

DOY FE: De conformidad con el numeral 5 del Art. 18 de la Ley Notarial reformada mediante Dec. Sup. No. 2388 del 31 de Marzo de 1978, publicada en el R.O. No. 564 de Abril 12 de 1978, que las DOS Fotocopias precedentes son iguales a los originales que se me exhiben, quedando en mi archivo fotocopias iguales.
Guayaquil, 20 DIC 2012