

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, con su domicilio en 300 Park Avenue, New York, New York, 10022, (La "Corporación"), accionista de Colgate-Palmolive del Ecuador S.A.I.C. ("CP Ecuador"), por la presente autoriza a la Sra. Ana Maldonado Larrazabal (La Apoderada) para (i) representar a la Corporación y para asistir en su nombre a la Junta General Ordinaria de Accionistas de CP Ecuador, que se celebrará el 21 de Octubre del 2014 a las 10:00, (ii) para participar, votar, discutir y aprobar cualquier asunto puesto en su conocimiento ante la reunión, especialmente la distribución de los dividendos a los accionistas acumulados al tercer trimestre del 2014, (iii) así mismo para ejercer todos los derechos de un accionista en dicha reunión y (iv) hacer lo que la Apoderada 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 del día 21 de Octubre del 2014 ó antes, si el mismo es revocado.

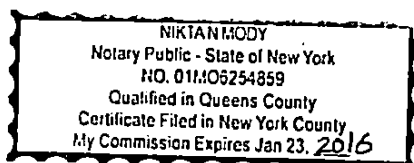
EN FE DE LO CUAL, la suscrita firma la presente el día 13 de Octubre de 2014.

Por y en nombre de
Colgate-Palmolive Company

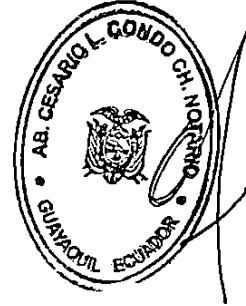
Kristine Hutchinson
Subsecretaria

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

On the 13th day of October in the year 2014 before me, the undersigned, a Notary Public in and for the State of New York, personally appeared Kristine Hutchinson, 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

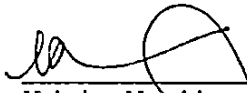


Know all men by these presents that Colgate-Palmolive Company, a company duly organized and existing according to the laws of the State of Delaware, United States of America, with its registered office at 300 Park Avenue, New York, New York, 10022 (the "Corporation"), and a shareholder of Colgate Palmolive del Ecuador S.A.I.C., ("CP Ecuador") hereby authorizes Mrs. Ana Maldonado Larrazabal (the "Grantee") (i) to represent the Corporation at and to attend on its behalf the Ordinary Shareholders' meeting of CP Ecuador to be held on October 21, 2014 at 10:00 a.m. (ii) to participate in, vote on, discuss and approve any matters properly brought before the meeting, including without limitation, the distribution of dividends accumulated up to the third quarter of 2014 to shareholders (iii) to exercise all the rights of a shareholder at said meeting and to (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 October 21, 2014.

IN WITNESS WHEREOF, the undersigned has executed this Power of Attorney as of this 13th day of October, 2014.

For and behalf of
Colgate-Palmolive Company

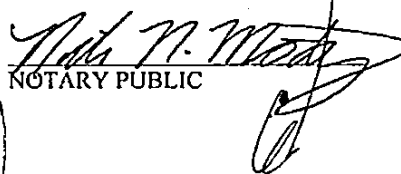


Kristine Hutchinson
Assistant Secretary

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

On the 13th day of October in the year 2014 before me, the undersigned, a Notary Public in and for the State of New York, personally appeared Kristine Hutchinson, 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

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

DOY FE: De conformidad con el numeral 5 del Art. 18 de la Ley Notarial reformada mediante Dec. Sup. No. 2386 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, **12 DIC 2014**