CL · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Colgate-Palmolive Company · Consumer Defensive · Household & Personal Products

LATEST CLOSE

90.75 USD

-1.8% latest week

Weekly setup

Mixed setup

The weekly trend is active. Price is 2.4% above the Trend Line and sits at 68.3% of its 52-week range. The latest completed week returned -1.8%, after a -0.9% four-week move. The latest factor snapshot indicates quality ranks strongly versus its universe; growth ranks weakly; valuation is expensive relative to peers. Options positioning is bullish with 51/100 conviction, while the latest news-sentiment score is 57/100. Near-term considerations: volume confirmation is below normal; earnings are due in 1d.

Technical setup score 58/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

90.75 USD

24 Jul 2026

1W RETURN

-1.8%

latest completed week

4W RETURN

-0.9%

short-term follow-through

12W RETURN

4.0%

quarterly tape

TREND BREADTH

48.1%

25 of 52 weeks active

VOLUME RATIO

0.9x

vs 13-week average

What is working

- The trend backdrop is active with a 25-week active streak.
- Price is above the Trend Line, keeping the weekly tape constructive.
- Price is above Fair Value, showing premium demand versus the model.
- Activity pressure is positive on the latest completed week.

What could go wrong

- No major top-level risk cluster is currently dominant.

What to watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

This week's evidence at a glance

PRICE FOLLOW-THROUGH

-1.8%

Latest completed week; four-week move -0.9%.

INDICATOR STACK

71/71

Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP

Active

The trend backdrop defines the current weekly regime.

PATIENT CAPITAL

Quiet

Activity-pressure buy-signal status for institutional accumulation timing.

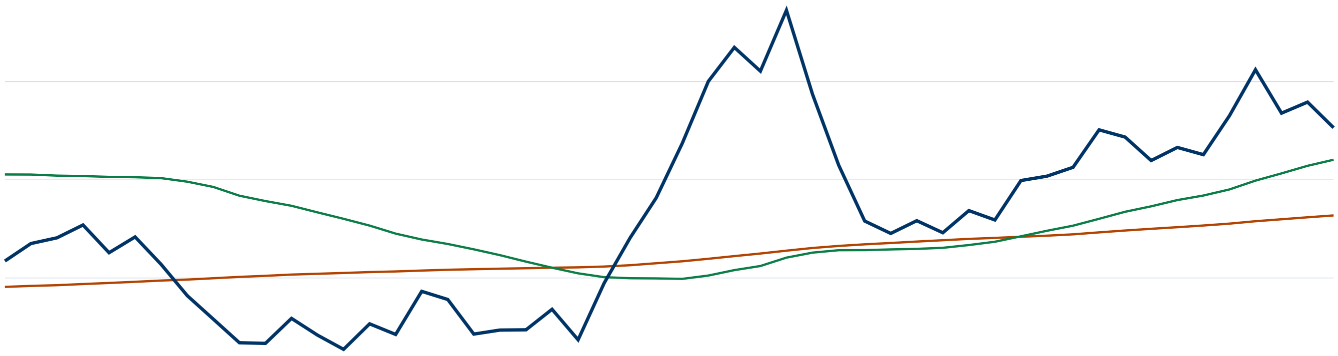
NEXT-WEEK EXPECTANCY	OPTIONS PRESSURE	NEWS SENTIMENT	EVENT RISK
Positive 60.60%	**Bullish**	**57/100**	**1d**
Historical one-week expectancy contributes to the evidence score when direction is confirmed.	51/100 conviction; expected move 5.1%.	21 relevant articles in the latest sentiment read.	Next report is scheduled for 31 Jul 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is active. Price is 2.4% above the Trend Line and sits at 68.3% of its 52-week range. The latest completed week returned -1.8%, after a -0.9% four-week move.

52-week price path



Blue: weekly close · Green: Trend Line · Orange: Sharemaestro Fair Value

Position in the 52-week range

73.62 USD 98.70 USD

Latest close sits at 68.3% of the 52-week range.

RANGE LOCATION

68.3%

Shows where the latest close sits between the 52-week low and high.

TREND DISTANCE

2.4%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

6.8%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-8.1%

Distance from the latest 52-week high.

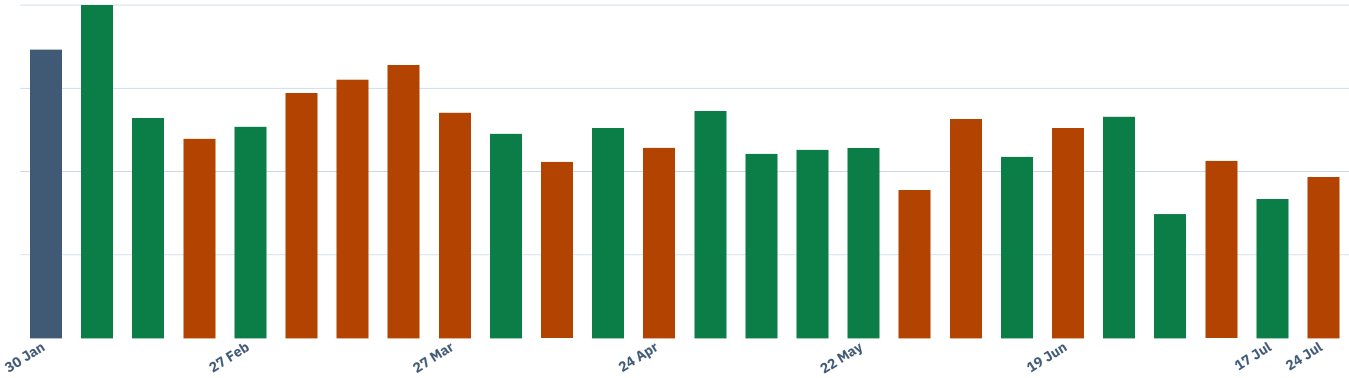
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.9x the 13-week average. Participation is below its recent norm, so price strength is not receiving full volume confirmation.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



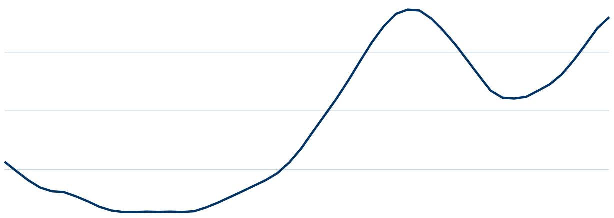
PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
0.9x	24.7M	28.8M	21.8M
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

Demand beneath price

Activity pressure and institutional-style signals

These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.

Activity pressure path



Latest 0.76 · 12-week average 0.55

12-week confirmation

Signal	Read	Meaning
Trend active	12/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	5/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	3/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.76	Current proprietary activity-pressure read.
Buy signals	0	Accumulation signal count in the latest 12 weeks.
Reversal markers	0	No reversal markers

No recent accumulation markers. No reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -0.9% over four weeks, 4.0% over 12 weeks, and 5.2% over one year. The current trend has remained active for 25 consecutive weeks.

Performance by holding period

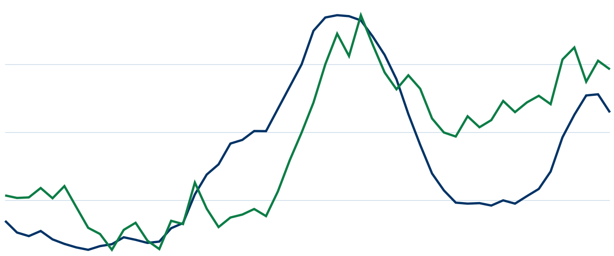
1W	-1.8%
4W	-0.9%
12W	4.0%
26W	5.4%
52W	5.2%

ACTIVE TREND STREAK
25 weeks
Consecutive active weeks.

ACTIVE WEEKS
25
Latest 52 weeks.

TREND BREADTH
48.1%
Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE
0.51
Latest activity-pressure read.

PRESSURE CHANGE
154.0%
Four-week change in activity pressure.

LEADERSHIP
-0.84
Latest relative-leadership reading.

RS CHANGE
-335.3%
Four-week change in relative leadership.

Technical setup scorecard

Trend	71
Momentum	52
Activity Pressure	71
Relative Leadership	21
Next-Week Expectancy	80
Volume	37
Smart Money	53
Risk Control	74

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality ranks strongly versus its universe; growth ranks weakly; valuation is expensive relative to peers.

FACTOR WEEK	STATEMENTS THROUGH	FIELD COVERAGE	MODEL CONFIDENCE
26 Jul 2026	**31 Dec 2025**	**97%**	**93%**
Latest published factor snapshot.	Financial reporting period used.	Available factor fields.	Snapshot confidence.

Relative factor standing

Higher display scores are better. Each score is converted from the underlying universe rank, where rank 1 is best.

Overall factor strength	**23/100**
Value	**11/100**
Quality	**98/100**
Momentum	**31/100**
Growth	**5/100**

Valuation

How much investors are paying for earnings, sales, and cash flow.

P/E	**34.8x**
Price divided by trailing earnings.	
PRICE / SALES	**3.5x**
Market value relative to trailing revenue.	
EV / EBITDA	**20.5x**
Enterprise value relative to operating cash earnings.	
FREE-CASH-FLOW YIELD	**6.2%**
Free cash flow as a share of enterprise value.	

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN	**60.1%**
Gross profit retained from each unit of revenue.	
OPERATING MARGIN	**15.6%**
Operating profit retained from revenue.	
FREE-CASH-FLOW MARGIN	**23.7%**
Free cash flow generated from revenue.	
RETURN ON INVESTED CAPITAL	**35.4%**
Operating return generated on invested capital.	

04 · FUNDAMENTALS AND VALUATION · CONTINUED

Growth, shareholder returns, and balance-sheet strength

The second half of the fundamental read separates recent business growth from cash returned to shareholders and financial leverage.

Growth and financial strength

Recent business growth and accounting strength.

REVENUE GROWTH Latest one-year revenue growth.	**4.3%**
EPS GROWTH Latest one-year earnings-per-share growth.	**-28.0%**
FREE-CASH-FLOW GROWTH Latest one-year free-cash-flow growth.	**7.4%**
PIOTROSKI F-SCORE Nine-point accounting-strength checklist.	**6/9**

Shareholder return and balance sheet

Cash returned to owners and financial leverage.

DIVIDEND YIELD Cash dividends relative to market value.	**2.3%**
BUYBACK YIELD Net share repurchases relative to market value.	**1.4%**
SHAREHOLDER YIELD Dividend yield plus net buyback yield.	**3.8%**
NET DEBT / EBITDA Balance-sheet debt relative to operating cash earnings.	**1.7x**

How to read this

Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality ranks strongly versus its universe; growth ranks weakly; valuation is expensive relative to peers.

05 · OWNERSHIP, OPTIONS, AND SENTIMENT

What other market participants are doing

Options, insider transactions, market sentiment, and activity-pressure signals can confirm or challenge the price story. None should be used alone.

Options positioning

Bullish

CL shows bullish options pressure with a 51/100 conviction score, put-call volume ratio of 0.22, expected move of 5.1%, and Sharemaestro trend signal active.

CONVICTION

51/100

Options signal conviction.

EXPECTED MOVE

5.1%

Nearest-chain pricing.

PUT/CALL VOLUME

0.22

Contract volume balance.

Pressure	69
Speculation	41
Volatility	70
Trend agreement	24

Insider activity

18 / 2

18 acquisitions and 2 disposals in the latest 180-day insider tape.

Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

57/100

Weighted news tone is neutral across 21 relevant articles.

10 positive · 10 neutral · 1 negative

Patient Capital

Quiet

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.

No recent buy signal

06 · CATALYSTS AND RISK

What can move the shares—and how volatile the path has been

Event timing, options-implied movement, drawdown, and weekly gains and losses frame the risk around the current setup.

NEXT EARNINGS
1d
Next report is scheduled for 31 Jul 2026; event risk rises as the date approaches.

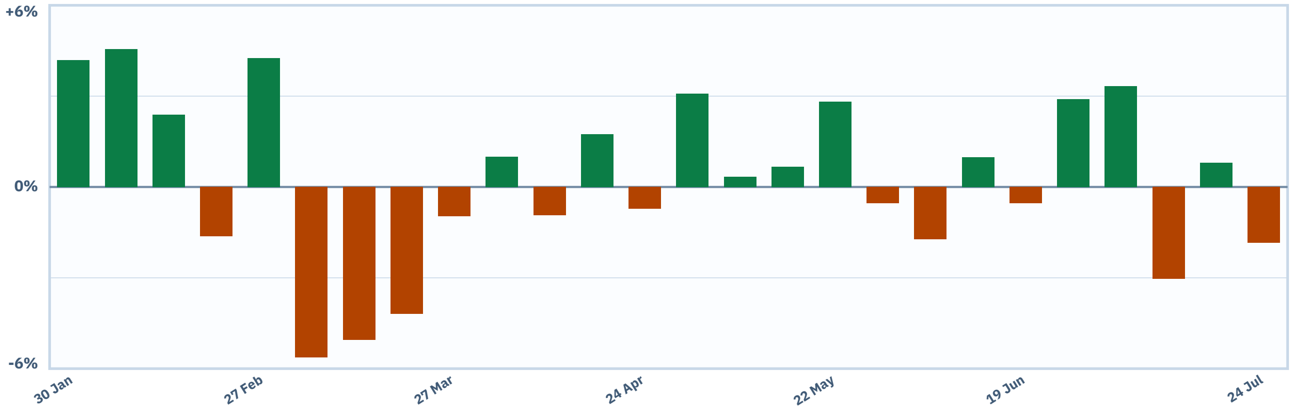
OPTIONS EXPECTED MOVE
5.1%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-8.1%
Distance below the 52-week high.

13-WEEK VOLATILITY
2.0%
Standard deviation of weekly returns.

Weekly gains and losses

Each bar is one completed week. Gains rise above zero; losses fall below it. Taller bars mean a larger move.



WEEKS HIGHER
14 of 26
12 weeks finished lower.

BEST WEEK
+4.6%
Week of 6 Feb.

WORST WEEK
-5.6%
Week of 6 Mar.

LATEST WEEK
-1.8%
Week of 24 Jul.

Shape of recent returns

Strong gains	3
Modest gains	11
Flat weeks	-
Modest losses	9
Sharp losses	3

RECENT VOL
2.0%
13-week weekly-return volatility.

BASE VOL
2.6%
52-week weekly-return volatility.

UP/DOWN SPLIT
27/25
Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW
2.2% / -2.1%
Average positive week versus average negative week.

07 · SECTOR AND PEER CONTEXT

Is this stock leading—or simply moving with its group?

Sector and industry breadth distinguish company-specific strength from a broad group move.

Sector · US Consumer Defensive

4-WEEK RANK
50 / 100
Standing within the tracked group.

GROUP AVERAGE
-0.3%
Average four-week return.

TREND BREADTH
49.0%
Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
COTY	NYSE	1.5%	38.0%	Inactive
DAR	NYSE	-1.0%	19.0%	Active
ELF	NYSE	5.0%	14.7%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	Active
CALM	NASDAQ	2.0%	12.6%	Active

Industry · US Household & Personal Products

4-WEEK RANK
23 / 28
Standing within the tracked group.

GROUP AVERAGE
4.4%
Average four-week return.

TREND BREADTH
39.3%
Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
COTY	NYSE	1.5%	38.0%	Inactive
WALD	NASDAQ	-2.3%	15.8%	Inactive
ELF	NYSE	5.0%	14.7%	Inactive
SLSN	NASDAQ	21.3%	13.9%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	Active

08 · EVIDENCE AND WEEKLY DATA

The underlying research record

Every top-level statement should be traceable to a stored market, fundamental, event, or positioning observation.

Cross-signal evidence matrix

Evidence pillar	Score / read	Summary	Detail
Weekly tape	60/100	Trend, activity pressure, participation, and risk combine to a 60/100 tape read.	
Indicator analysis	61/100	Latest 12-week confirmation: trend 12/12, activity pressure 5/12, relative leadership 3/12.	Activity pressure 0.76; No reversal markers
Next-Week Expectancy	Positive 60.60%	Next-week expectancy is positive with a 60.60% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	41/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 27
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	54/100	CL shows bullish options pressure with a 51/100 conviction score, put-call volume ratio of 0.22, expected move of 5.1%, and Sharemaestro trend signal active.	Bullish · Call-side pressure · Expected move 5.1%
Sentiment	57/100	Weighted news tone is neutral across 21 relevant articles.	Colgate-Palmolive Company $CL Stake Lowered by Evelyn Partners Asset Management Ltd
Insiders	18 / 2	18 acquisitions and 2 disposals in the latest 180-day insider tape.	
Earnings	1d	Next report is scheduled for 31 Jul 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH
-1.8%
Latest completed week; four-week move -0.9%.

INDICATOR STACK
71/71
Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP
Active
The trend backdrop defines the current weekly regime.

PATIENT CAPITAL
Quiet
Activity-pressure buy-signal status for institutional accumulation timing.

NEXT-WEEK EXPECTANCY
Positive 60.60%
Historical one-week expectancy contributes to the evidence score when direction is confirmed.

OPTIONS PRESSURE
Bullish
51/100 conviction; expected move 5.1%.

NEWS SENTIMENT
57/100
21 relevant articles in the latest sentiment read.

EVENT RISK
1d
Next report is scheduled for 31 Jul 2026; event risk rises as the date approaches.

08 · EVIDENCE AND WEEKLY DATA · CONTINUED

Recent completed weeks

The completed weekly bars behind the report provide a compact audit trail for price, trend, Fair Value, activity pressure, leadership, and volume.

Week	Close	Return	Trend Line	Fair Value	Pressure	Leadership	Volume	Trend
24 Jul 2026	90.75 USD	-1.8%	88.63 USD	84.95 USD	0.51	-0.84	21.8M	On
17 Jul 2026	92.45 USD	0.8%	88.23 USD	84.83 USD	0.73	0.20	18.9M	On
10 Jul 2026	91.71 USD	-3.0%	87.73 USD	84.70 USD	0.72	-2.32	24.0M	On
03 Jul 2026	94.58 USD	3.3%	87.25 USD	84.57 USD	0.48	1.80	16.8M	On
26 Jun 2026	91.54 USD	2.9%	86.67 USD	84.41 USD	0.20	0.36	29.9M	On
19 Jun 2026	88.97 USD	-0.5%	86.27 USD	84.29 USD	-0.22	-5.03	28.4M	On
12 Jun 2026	89.45 USD	1.0%	85.97 USD	84.18 USD	-0.44	-4.02	24.5M	On
05 Jun 2026	88.58 USD	-1.7%	85.55 USD	84.07 USD	-0.53	-4.82	29.6M	On
29 May 2026	90.13 USD	-0.5%	85.19 USD	83.95 USD	-0.62	-5.99	20.0M	On
22 May 2026	90.61 USD	2.8%	84.73 USD	83.83 USD	-0.58	-4.64	25.7M	On
15 May 2026	88.13 USD	0.7%	84.27 USD	83.70 USD	-0.64	-6.95	25.5M	On
08 May 2026	87.55 USD	0.3%	83.94 USD	83.62 USD	-0.61	-7.81	25.0M	On
01 May 2026	87.26 USD	3.1%	83.57 USD	83.54 USD	-0.62	-6.49	30.7M	On
24 Apr 2026	84.65 USD	-0.7%	83.21 USD	83.47 USD	-0.61	-8.93	25.8M	On

How to use this report

This is a completed-week research summary. It explains the available evidence and its conflicts; it does not predict a guaranteed outcome or replace your own risk assessment. Fundamental figures may refer to an earlier financial reporting period, which is shown in the fundamentals section.

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