



# SUSTAINABILITY AT P&G CES 2022

At P&G, environmental sustainability is embedded in how we do business. We have a responsibility to make the world better and we are committed to positively impacting our homes, our communities and our planet — especially in the areas of climate, forestry, water and packaging. Technology plays a critical role in driving a more sustainable world. We are harnessing the power of science, innovation and technology to develop products that deliver irresistible superiority in a sustainable way.

**Together, we can create a future that protects our planet, our home.**

## PACKAGING

### MAKING 100% OF OUR PRODUCT PACKAGING RECYCLABLE OR REUSABLE

**Oral-B**

#### Oral-B Clic

Oral-B introduced a groundbreaking manual toothbrush innovation with the Oral-B Clic toothbrush. Offering a superior clean in just one clic with customizable brush heads. Consumers can keep the handle and reuse 80% of the brush by replacing only the brush head every three months.

**Crest**

#### Crest Densify with Recyclable High-Density Polyethylene (HDPE) Tubes

Crest's Densify toothpaste actively rebuilds tooth density to extend the life of teeth\*, while its 100% recyclable HPDE tubes enable them to be recycled where collection programs exist.

\*By re-mineralizing enamel.

PANTENE



AUSSIE

#### Refillable Aluminum Bottle System from Pantene, Head & Shoulders, Herbal Essences & Aussie

In Europe, Head & Shoulders, Pantene, Herbal Essences and Aussie launched the world's first refillable, reusable hair care system at scale that features bottles made with 100% aluminum and recyclable refill pouches made using 60% less plastic. This innovative system is enabling 200 million European households to rinse, refill and repeat as well as halt the production of an estimated 300 million plastic bottles per year.

Old Spice Secret

#### Old Spice & Secret Plastic-Free deodorant made with 90% FSC-certified paperboard

Secret and Old Spice introduced innovative plastic-free packaging at select U.S. retailers. Featuring a signature push-pop design, these innovative paper tubes are fully recyclable. Consumers can crush the empty paperboard and drop the package right into their recycling bin.

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## REDUCING OUR USE OF NEW PETROLEUM PLASTIC IN OUR PRODUCT PACKAGING BY 50%



### Venus Razor Made from Recycled Ocean-Bound Plastic

Venus Deluxe Smooth Deep Blue is Venus' first-ever razor handle made from 40% post-consumer recycled (PCR) ocean-bound plastic. Through the launch of Deep Blue in the U.K., Venus estimates it will eliminate a total of 2,600 kgs (three metric tons) of virgin plastic – the equivalent of 272,000 water bottles.



### Oral-B Cross Action Eco Collection

Available in select markets globally, the Oral-B Cross Action Eco Collection toothbrush delivers performance without compromise, with a handle made from 80% recycled (PCR) plastic, Cross Action bristles that provide a superior clean and packaging made from recycled materials.



### Gillette and Venus Fully Recyclable Cardboard Packaging Made with Recycled Material

Gillette and Venus are shifting to recyclable cardboard packaging for their refillable razors, featuring a 100% plastic-free box and responsibly sourced paper certified by the Forest Stewardship Council (FSC). The new packaging will eliminate an estimated 875,000 kgs (875 metric tons) of plastic around the world – equivalent to 85 million water bottles.

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## PARTNERING WITH OTHERS TO OPTIMIZE RECYCLING SYSTEMS ACROSS COMMUNITIES



### Holy Grail 2.0

We're working to create a more circular economy for plastic through HolyGrail 2.0. This technology, facilitated by AIM (European Brands Association) and powered by the Alliance to End Plastic Waste, uses digital watermarks embedded in packaging to improve waste sorting for more efficient recycling. We are supporting this work by providing technical and commercial expertise and coding more than 100 of our product packages with digital watermarks to participate in an upcoming pilot.

## WATER

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### PROTECTING WATER FOR PEOPLE AND NATURE

#### Cascade

##### Cascade Platinum

Cascade knows that even small dishwasher loads can save water. A running sink can use up to four gallons of water every two minutes, while an ENERGY STAR® certified dishwasher uses less than four gallons per cycle. Using an ENERGY STAR® certified dishwasher instead of spending just 10 minutes per day handwashing your dishes can save you up to 100 gallons of water a week and uses less energy than handwashing! With an innovative formula containing enzymes that latch on to and break down food particles, Cascade's cleaning power also means you never need to pre-wash your dishes by hand.

Cascade joined the Change the Course initiative to support several water restoration projects in the United States, including two projects in California's Sacramento River basin. These projects will help restore millions of gallons of freshwater to river systems in water-stressed regions and accelerate the Company's goal to protect water for people and nature.



### **Dawn Powerwash Dish Spray**

Available in the U.S., Dawn Powerwash Dish Spray creates spray-activated suds without water to get dishes clean without soaking, so there's no need to use the faucet until the final rinse. When used as instructed, Dawn Powerwash cuts the amount of water needed to hand wash dishes in half compared to the water used when running the tap continually to hand wash dishes.

## **CLIMATE**

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### **REDUCING CARBON FOOTPRINT**



#### **EC30, A Cleaner Way to Clean**

Solid, single-dose cleaning products for home and body, EC30 is a visionary approach to product design created by the mastery of P&G researchers and technologists. The innovation integrates ingredients into fibers rather than suspending them in water. EC30's journey to carbon neutral is driven by a reduced number of ingredients – which lowers the environmental impact due to sourcing, zero plastic bottles and no added water (making it lighter to transport).

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### **TIDE'S MISSION TO DECARBONIZE LAUNDRY**



#### **Tide Infinity, designed for NASA**

Tide has developed a fully degradable detergent, specifically designed for use in space to solve malodor, cleanliness, and stain removal problems, while also being suitable for use in a close-loop water system. This innovative laundry solution will advance cleaning solutions for resource-constrained environments like deep space and water scarce areas on Earth. Tide Scientists are working with NASA to push the bounds of resource efficiency, uncovering learnings with practical applications for the future of laundry on Earth.

#### **“Turn to Cold” Campaign**

Washing on cold with Tide provides a better clean than the bargain brand on hot\*. Switching from hot to cold water can also save energy and money – using up to 90% less energy\*\* and saving up to \$150 a year on your energy bill by washing on cold instead of hot\*\*\*.

\*Tide Power Pods in cold vs. leading baking soda 2-in-1 Pak in hot.

\*\*When using a non-HE machine and switching all loads from hot to cold water, based on average electricity rate of (US,13.3c/kWh) and 8 loads per week.

\*\*\*On average, when switching from hot to cold water.