# 2030 AMBITION: BRANDS MAKING A POSITIVE IMPACT

Building trust through ingredient transparency & safety principles

**We know you want to know as much as you can about our products and their ingredients. That's why we're continuing to provide transparency around our ingredient innovation and safety science, which is built on three key principles:**

**Relentlessly pursue the best and safest ingredients from both science and nature**

**Lead by sharing the what, where and how of our ingredients**

**Collaborate to solve big ingredient and material challenges**

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## We relentlessly pursue the best and safest ingredients from both science and nature to give you the product options you prefer.

We unlock the untapped potential of both science and nature to provide superior product options you can trust.



**Tide purclean**
(Plant-based detergent)



**Herbal Essences Bio:renew**
(90% naturally derived)



**Pampers Pure**
(Crafted with premium cotton, soft plant-based materials and other thoughtfully selected materials)



**Tampax Pure**
(100% organic cotton core, 90% plant-based plastic applicator)

We continually improve our ingredient safety assessments through the latest advancements in science.

- 21st Century approaches to safety through molecular biology
- Using bioinformatics to predict ingredient safety
- Advanced safety assessment for botanicals to protect against skin allergies

We explore options to replace or remove ingredients to improve their overall impact.

**EC30** is a new waterless cleansing product form (for home and body) that enables us to formulate without preservatives or water. This preferred formula reduces the demand for water in production and can be more sustainably transported.

Offering products full of ingredients people prefer and free of ingredients they don't.

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## We lead by sharing the what, where, & how of our product ingredients so you can make the best choices for you & your family.

All P&G formulated products will share accessible ingredient information online.

**What it's made of:** SmartLabel™ is the platform P&G uses in North America to disclose product ingredients. In January 2020, fragrance ingredients will be added to our ingredient listings in SmartLabel™.

**Where it's from:** We will provide greater visibility to sourcing, traceability, and quality requirements of key ingredients.

**How it's designed:** We will share more details about our safety standards and how our products are made.

## We collaborate to solve big ingredient and material challenges to create a positive legacy for people and the planet.

We partner with organizations like PETA and HSI to help accelerate a global ban on animal testing of beauty products and work towards a world without animal testing of any consumer products.

We develop new products and approaches that help reduce the demand for water in production and/or product usage like EC30, High Efficiency Cold-Water Washing Detergents and the 50L Home.