When P&G announced our Ambition 2030 sustainability goals in April 2018, we included several goals for packaging, including 100% recyclable or reusable packaging by 2030.

In April 2019, we’re making an additional company commitment: **P&G will reduce global use of virgin petroleum plastic in our packaging by 50% by 2030.** This is an ambitious goal we will achieve via light weighting, increasing recycled content, driving conversion to more concentrated product forms (eg. Tide Pods), and when it makes sense, using alternative materials. We estimate this will avoid the use of over 300,000 tons of virgin plastic used every year.

**P&G brands are making our packages with a next life in mind, and continuously innovating with recycled plastic (PCR) to reduce our environmental footprint.**

### P&G Fabric Care Brands (Europe):
- Ariel Bottles: 25% PCR
- Lenor Bottles (Core Business): 50% PCR
- Unstopables Bottles: 50% PCR

### P&G Fabric Care Brands (North America):
- Single Unit Dose Packaging (Tide & Gain): +99% Recyclable by 2023
- All North America Fabric Care Packaging: 100% Recyclable by 2023

### Fairy Dishwashing Liquid (Europe):
- Clear Bottles: 25% PCR

### P&G Hair Care Brands (Europe):
- Head & Shoulders: 25% PCR
- Pantene: 25% PCR
- Aussie: 25% PCR

### P&G Home Care Brands (North America):
- Dawn Clear Bottles: 35% PCR
- Mr. Clean: 25% PCR

### P&G Home Care Brands (Europe):
- Mr. Proper & Viakal: 70% PCR
- Today: 20% PCR
- 2020: 70% PCR

### Fairy Ocean Plastic Bottles:
- 3.2 MM
  - Over 3 million bottles in the UK, Germany, Spain, Belgium, Turkey

### Head & Shoulders Beach Plastic Bottles:
- >1 MM
  - Over 1 million bottles produced around the world since 2017