

P&G RESPONSIBLE BEAUTY ACTION PLAN



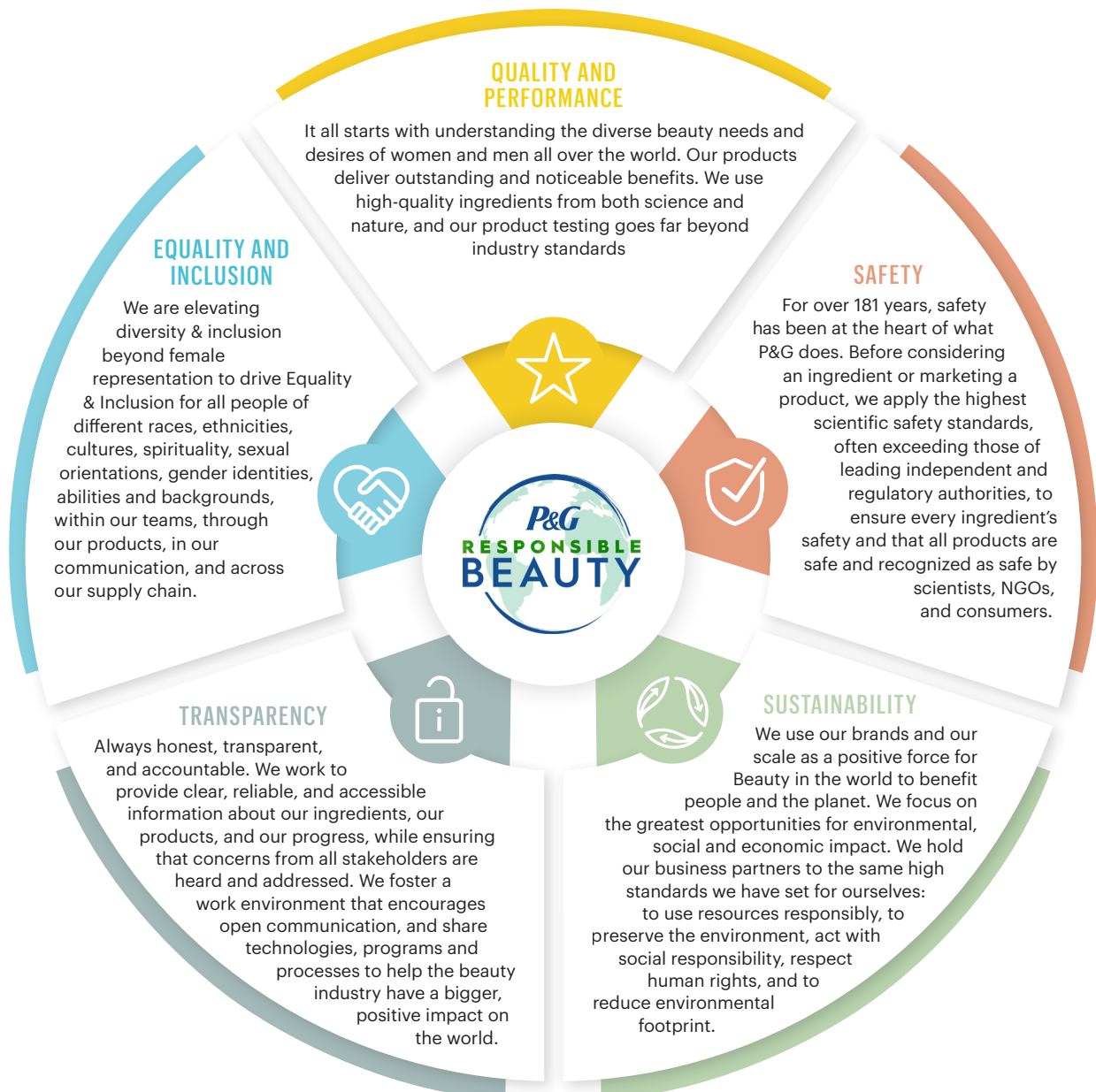
P&G RESPONSIBLE BEAUTY

P&G RESPONSIBLE BEAUTY DEMONSTRATES our commitment to be a positive force for beauty in the world. It is a systems-thinking approach to beauty that recognizes the interdependence of five essential principles —Quality & Performance, Safety, Sustainability, Transparency, and Equality & Inclusion.

P&G Responsible Beauty ensures that every product delivers

best-in-class performance—one of our historical strengths, and that every product has been designed, formulated, and produced with the health and safety of you, your community, and the world in mind. P&G Responsible Beauty serves consumers with irresistibly superior products that help make our world better using these five interconnected principles:

FIVE INTERCONNECTED GUIDING PRINCIPLES





ACTION PLAN

P&G Ambition 2030 Goals are the foundational goals of P&G Beauty. For our P&G Responsible Beauty platform, we have established a broad-reaching action plan that represents our vision to be a positive force for beauty in the world. This action plan will help get us closer to achieving that vision, but we don't have all the answers. As we move forward together with our partners, we will evolve and update our plans and progress as we continue to learn.



RESPONSIBLE BRANDS

OUR brands leverage their voice in communication to promote social and environmental sustainability:

- Incorporate positive environmental cues in production and communication.
- Promote equality and inclusion.
- Rinse-off products: encourage water conservation behavior amongst consumers.

PROMOTE fair and equal representation in advertising and its production across gender, race, and ethnicity.

MAKE Beauty priority communication tools sight-and hearing-impaired accessible, starting with newly created brand communications.

OUR brands are transparent about ingredients and share the brand’s safety science.



RESPONSIBLE INNOVATION & INGREDIENTS

PROVIDE water-efficient products and waterless product innovation to consumers, focusing on priority water-stressed markets.

ENSURE priority botanical ingredients are identified by Royal Botanic Garden, Kew.

REDUCE the environmental footprint of our products, i.e., using fewer ingredients and improving the biodegradability of our rinse-off formulas around the world.

PRIORITIZE the use of responsibly sourced bio-based materials or materials prepared using green chemistry principles.

FUEL category-changing innovation by partnering with start ups in emerging ‘green areas’ such as bio-tech and nature-identical materials, green chemistry and sustainable materials.

ACTIVELY seek and become a leader in supporting start ups and cooperatives that are female owned/led.

ENSURE we have diverse teams supported by an inclusive environment in all sectors of our research & development enterprise.

MAKE publicly available game-changing technologies, programs and processes to help the beauty industry have a bigger, positive impact on the world.



QUALITY AND PERFORMANCE



SAFETY



SUSTAINABILITY



TRANSPARENCY



EQUALITY AND INCLUSION



ACTION PLAN

RESPONSIBLE SUPPLY CHAIN

REDUCE our footprint and strive for circular solutions:

100%
renewable electricity.

50%
reduction in greenhouse gas.

35%
increase in water efficiency.

100%
of sites are Zero Waste to Landfill.

RESPONSIBLE sourcing of priority ingredients of natural origin, including 100% RSPO certified palm oil / palm kernel oil and derivatives.

JOIN forces with our External Business Partners and leverage our combined scale to drive environmental sustainability and social responsibility performance, programs, and outcomes.

MANUFACTURING sites in priority water-stress markets / basins for P&G Beauty are locally engaged to help protect water for people and nature.

BECOME a leader in supporting businesses owned & led by women and diverse groups throughout our value chain.

CREATE and nurture Kew-inspired gardens to teach employees about biodiversity at all P&G Beauty manufacturing sites.

RESPONSIBLE PACKAGING

100%
recyclable or reusable. Up to 90% of our major packaging platforms have plans to be recyclable or reusable across P&G Beauty in 2025.

50%
reduction in the use of virgin fossil-based plastic across P&G Beauty.

DRIVE increase in the use of refills across P&G Beauty via consumer behavior change, new packaging approaches, novel chemistry & new business models.

PROMOTE the use of responsibly-sourced bio-based materials and circular materials.

MAKE our packaging more accessible for people with disabilities including tactile markings for sight-impaired people on hair care and body wash bottles.



QUALITY AND PERFORMANCE

SAFETY

SUSTAINABILITY

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EQUALITY AND INCLUSION



“WITH P&G
RESPONSIBLE
BEAUTY WE HAVE
SET STANDARDS
THAT ENSURE
BETTER PRODUCTS
AND A BETTER
WORLD FOR PEOPLE
AND OUR PLANET”

—ALEX KEITH,
CEO, P&G BEAUTY
