



**For over 180 years,** P&G has been improving everyday life for the world's consumers, and for the communities in which we live and work. Through innovative sustainable solutions and the commitment of our leadership brands, **we can enable and inspire responsible consumption.**

## **AMBITION 2030 GOALS:**

In a world where living sustainably has become more important than ever, we need brands to meet performance expectations while also helping to solve some of the most complex challenges facing our world. That's why we're working to make social and environmental responsibility an integral component for every brand in our portfolio. To do this, we have outlined ambitious goals for our brands to achieve by 2030:

- 1** **100% of our leadership brands** will enable and inspire responsible consumption.
- 2** **100% of our packaging** will be recyclable or reusable.
- 3** We will build even greater trust through **transparency, ingredient innovation, and sharing our safety science.**



# SUSTAINABLE BRANDS DETROIT

The P&G Experience at a Glance



## A powerful, plant-based clean.

The performance you expect from Tide, in a plant-based formula, free of dyes and gentle on sensitive skin



Designed to clean in cold water, lightening your energy bill and your environmental impact



Packaged in a 100% recyclable bottle



Made in the USA, using 100% wind power electricity at a zero manufacturing waste to landfill facility



Certified bio-based by the USDA BioPreferred Program



Free of dyes, chlorine, phosphates and optical brighteners

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The P&G Experience at a Glance



## Caring for babies also means caring for the planet they will grow up in.

By reducing manufacturing waste, increasing Zero Waste to Landfill sites, reducing energy consumption and reducing packaging materials, we strive to help nurture and protect the environment for babies, so they can enjoy and respect the earth as they grow.



Pampers Pure Protection diapers are made with 100% certified renewable electricity and at a Zero Manufacturing Waste to Landfill site.



Pampers Pure Protection topsheet fiber blend includes a soft, plant-based material that comes from responsibly sourced sugar cane.



Our premium cotton is responsibly sourced and grown in the USA. Our supplier is a member of the Cotton LEADS program which promotes sustainable sourcing and quality.



Our totally chlorine-free fluff pulp is sustainably sourced and certified to Forest Stewardship Council® or the Programme for the Endorsement of Forest Certification forest management standards.

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## CLEAN BEAUTY

*We Have It on Authority*



Herbal Essences has partnered with the Royal Botanic Gardens, Kew, and EWG on our new sulfate-free shampoos, setting a new standard in beauty. The Birch Bark Extract and Honey & Vitamin B shampoos are free of sulfates, free of EWG ingredients of concern, and have real botanicals—endorsed by Kew—for your hair care experience.

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Globally certified PETA Cruelty Free



100% of our manufacturing sites are zero waste to landfill



Real Botanicals endorsed by the Royal Botanic Gardens, Kew



Manufacturing sites globally use 100% renewable energy



EWG Verified™ for your Health

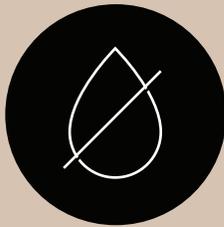
# SUSTAINABLE BRANDS DETROIT

The P&G Experience at a Glance



## ZERO PLASTIC PACKAGING

*100% Compostable Packaging*  
Re-imagined solid formulations enable us to use bamboo-based packaging and avoid plastic completely.



## ZERO LIQUID

*Safe ingredients, gentle on skin.*  
We've removed the water. This means, our products don't need chemistry such as fillers, stabilizers, and preservatives.



## ZERO WORRIES

*100% Active ingredients. That's it!*  
Only essential ingredients for the best clean you can get. You will not find parabens, phosphates, or chlorine bleach in our formulations.



ENLIGHTENED  
CLEAN

**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 impact on water supply and can be more sustainably transported.



Today's products weigh 7.32 kgs and take 2268 cu. in. of storage space

...Let's make a difference.

**80%**  
LESS  
WEIGHT

**70%**  
LESS  
SPACE

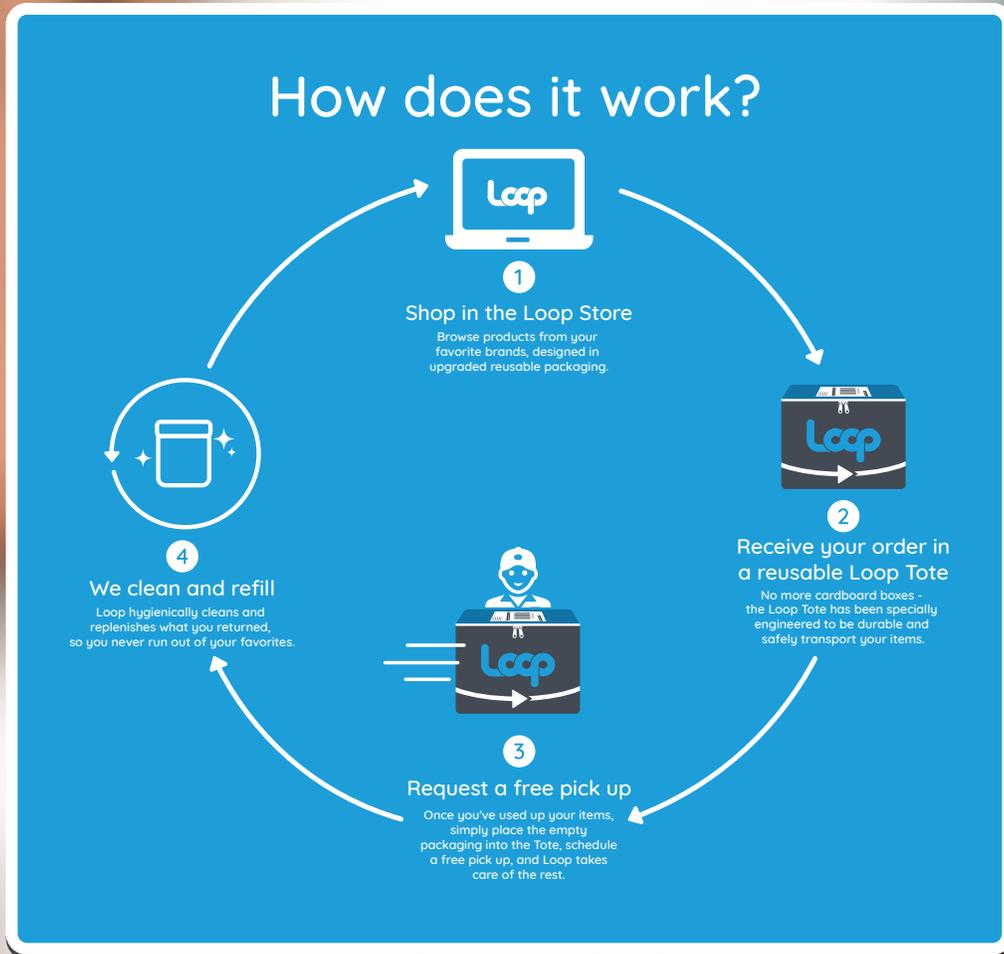
**75%**  
FEWER  
EMISSIONS

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## How does it work?



Cascade Platinum ActionPacs™ clean 24-hour stuck-on food enabling consumers to skip the pre-wash



This can save up to 15 gallons of water per dishwasher load



Ultra-durable packaging that can be washed, refilled and reused



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Now is the time to develop bold solutions and innovations that deliver access to quality water, enhance health and improve lifestyles in water scarce cities by bringing together companies, policymakers, and communities. The 50L Home will help solve the urban water issue by tapping into water chemistry, emerging tech and circular solutions for Homes to run at 50L water per day per person but feel like 500L.

