



research & development

INNOVATING WITH A WIDE LENS

After over 180 years of leading perpetual transformation in consumer products, we've seen time and time again that science continues to hold the answers. With a unique panoramic view to see how it all fits together and comes to life, P&G R&D meaningfully transforms our industry and consumers' lives through scientific and technological discovery.



WHO WE ARE

P&G's in-house collective of experts who innovate with intent, sculpting science into irresistibly superior consumer solutions.



OUR APPROACH

More than solutions-oriented, P&G R&D is insights-driven, intuiting consumers' potential problems years in advance.

EXPERTISE

Futurist, masterful, creative, and always driven by consumer insights, our R&D experts are steeped in basic and applied research, across academia and industry, constantly uncovering new technologies and capabilities. Relentless, diverse, and driven to constructively disrupt, we're compelled to follow a good idea wherever it leads us. By creating a place for our top-notch innovators to play unconstrained, we are widening the lens of our impact: on consumers, our planet, and beyond.

ENTREPRENEURSHIP

The people of P&G R&D know that collaboration is key to unlocking visionary thinking. Our experts seamlessly work together with our external partners* in the pursuit of the new, the next, the impossible. We recognize that sometimes to think outside of the box, we need to be outside of our box. That's why we're always open to fresh perspectives and partnerships to elevate existing innovations.

Check out [Connect + Develop](#) to learn more

*entrepreneurs, academia, startups, other industry leaders, and more

EXCELLENCE

We ensure every innovation meets not only industry benchmarks in an ever-changing environment, but also stays true to our own gold standards of safety, regulatory compliance, and sustainability. We know that safety is about more than checking the right boxes—as leaders in innovative safety science, we create and apply leading-edge technologies to grow P&G's innovation portfolio while ensuring consumer wellbeing remains at the core.

Explore more constructive disruptions at us.pg.com/innovation/

Follow our innovation journey

