



WE ARE PROUD TO SHARE THE WORK PROCTER & GAMBLE AND CREST & ORAL-B ARE DOING IN THE FACE OF COVID-19

We recognize that this is an incredibly challenging time, especially for the dental industry which we are so proud to serve.

Procter & Gamble has a long history of doing the right thing. In service to people everywhere who are caring for their families and communities—all day, every day, Procter & Gamble is stepping up and serving others as a force for good. We have mobilized the full capabilities of P&G and our partners to help in this time of need and we will be there for our employees, consumers and communities—stepping up as a force for good—however long it takes. This includes:

- **SUPPORTING COMMUNITIES THROUGH PRODUCT & FINANCIAL CONTRIBUTIONS:**

P&G is stepping up to provide much needed product donations and financial support. Our contributions of product and in-kind support now exceed tens of millions of dollars and will continue to increase as we work with communities around the world to understand how we can best serve them.

- **WORKING TO MAINTAIN AVAILABILITY OF P&G PRODUCTS TO MAKE A DIFFERENCE:**

We are working to maintain the production, distribution and availability of all our brands, not only for consumers but also for the comfort and confidence of the medical professionals and first responders who are on the front line of the battle against COVID-19. Many P&G products are key to helping prevent the spread of COVID-19 around the world, particularly those that are used daily for cleaning and sanitizing homes, businesses and places like healthcare and assisted-living facilities.

- **LEVERAGING P&G EXPERTISE TO ENABLE HAND SANITIZER & FACE MASK PRODUCTION:**

We have installed new lines to produce hand sanitizer, using it to ensure our people can continue operating safely and sharing it with hospitals, health authorities and relief organizations. Additionally, we are producing critically needed face masks.

P&G continues to evaluate how we can be of service to our communities & customers as we partner with more than 200 different organizations in more than 30 countries to do our part to support their efforts.

WITHIN THE DENTAL INDUSTRY, CREST & ORAL-B ARE PROUD TO HELP DENTAL PROFESSIONALS IN MULTIPLE WAYS INCLUDING:



FREE Continuing Education

The #1 need expressed by dental professionals during this time is Continuing Education. Crest & Oral-B has been proud to partner with CE Zoom to offer daily free CE webinars since late March. By mid-May, P&G will have had over 150,000 dental professionals attend more than 20 hours of free CE. Valued at over \$3,000,000, we are proud to continue to be the industry leader in providing free CE for dental professionals. To learn more visit: www.dentalcare.com

Since hygiene visits are on hold, great home oral hygiene is more important than ever. In response to dental professional requests, Crest & Oral-B have created home oral hygiene content for dental professionals to share with their patients, family & friends via social media & email. To learn more about the virtual tools available to dental professionals, visit: <https://www.dentalcare.com/en-us/practice-management/marketing/dental-professional-virtual-tool-center>



Crest & Oral-B Home Hygiene Tips



#SharingCrestSmiles Sample Program

Many dental professionals have reached out for Crest & Oral-B products to help their communities. Through limited time give-aways, the SharingCrestSmiles program will put over 1,000,000 samples of Crest toothpaste in the hands of dental professionals & we aren't done yet!

It is an incredibly difficult time for dental & hygiene students as well as new dentists. That's why we've made product donations to dental & hygiene schools as well as a \$250,000 grant to the ADA New Dentist Program to help ensure the future of our industry is strong.



Supporting the Industry's Future

At P&G Professional Oral Health, we are very proud to partner with you to improve the oral health of your patients through superior care and superior products. We cannot predict how or when this crisis will end, but Crest & Oral-B are committed to being part of the solution.

We are all in this together,
and together,
we will make it through.



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