



# OUR BRANDS

Our brand teams strive to provide our customers and consumers with high-quality, affordable products and to continuously deliver in the area of social and environmental responsibility.

In 2023, our brand teams expanded the positive impact we have on our communities and the planet by supporting meaningful social and environmental causes.

## Delight Consumers with Our Brands & Contribute Towards a More Sustainable World

- ✓ Integrate sustainability into our brands and marketing efforts.
- ✓ Utilize our brands to drive awareness and engagement around sustainability.





## ARM & HAMMER BAKING SODA IS CERTIFIED CARBON NEUTRAL.

ARM & HAMMER Baking Soda achieved carbon neutrality by measuring the product's carbon footprint and reducing it to zero through verified carbon offsets and internal reductions in line with The CarbonNeutral Protocol. ARM & HAMMER Baking Soda CarbonNeutral® product certification and corresponding offsets cover 2023 emissions from raw material production to retail customer delivery in the U.S. and excludes use and disposal.

- **MEASURE** - Through lifecycle analysis, we calculated the amount of carbon dioxide released into the atmosphere through the raw material sourcing, production, and distribution to retailers of domestic baking soda. This analysis was conducted by an independent third party, according to the requirements of the International Standard ISO 14044 (ISO, 2006), and was critically reviewed.
- **REDUCE** - We are pursuing energy reduction projects at our production facilities and working towards longer-term emissions reduction targets in accordance with our science-based targets.
- **OFFSET** - We purchased carbon offsets equal to our estimated annual

emissions. These offsets are generated, verified, and tracked in accordance with applicable standards. We've purchased offsets in connection with four project areas globally: wind power in India and in Nicaragua, improved cookstoves in Bangladesh, and a rooftop solar program in India.

In addition, the ARM & HAMMER brand team partnered with advocates who helped drive awareness of the brand's Sustainability commitment.

## ARM & HAMMER BAKING SODA IS PROUD TO SUPPORT BAKING SODA SWAPS.

Just a helping of ARM & HAMMER Baking Soda helps reduce the number of products in your cabinet and the number of products you send to the landfill.

Our ARM & HAMMER Baking Soda Swaps campaign focuses on simple, eco-friendly swaps using ARM & HAMMER Baking Soda. Our aim is to empower everyone to reduce waste and feel good about their impact on the planet. The campaign generated over 619 million impressions in 2023 and will continue in 2024.

## ARM & HAMMER LAUNDRY TEAM PROUDLY SUPPORTS DRESS FOR SUCCESS FOR A THIRD CONSECUTIVE YEAR

The ARM & HAMMER Laundry team continued its support for Dress for Success® by donating \$100,000 in total in 2023. The Laundry team sponsored the “Your Hour, Her Power” campaign to empower women and lighten their load and the “Women Who Inspire” Power Luncheon, which brought together the women Dress for Success serves, innovative thought leaders, media and social influencers and corporate executives aims to create practical and sustainable solutions to advance economic opportunities for all women.

**Dress for Success is an international nonprofit organization dedicated to celebrating and helping women**, many of whom are facing underemployment, chronic unemployment, or struggling with their economic situations. For these women, Dress for Success provides the resources to succeed.

### Your Hour, Her Power

To support Women's History Month and International Women's Day, ARM & HAMMER™ Laundry donated \$50,000 to the “Your Hour, Her Power” empowerment campaign that spotlights female leadership and encourages individuals around the world to donate to help women access resources that will help them achieve economic advancement. The money raised helped Dress for Success provide women access to programs that focus on job search support, financial literacy education, health and

**“We are grateful for ARM & HAMMER™ Laundry’s continued support to help us raise awareness and funds to help women achieve self-defined success,”**

**- Michele C. Meyer-Shipp,  
CEO of Dress for Success Worldwide®**







wellness, and entry to a professional network and safe community. The ARM & HAMMER Laundry team led public relations efforts to drive awareness and engagement in the campaign and secured interviews for Dress for Success CEO, Michele C. Meyer-Shipp, with PIX11 in NYC, The Newsette, and Cheddar's ChedHer.

### **Women Who Inspire Power Luncheon**

The ARM & HAMMER Laundry team was the presenting sponsor of the 2023 annual power lunch, Women Who Inspire, in September, donating \$50,000 to support Dress for Success's mission to drive real change by providing vital tools and resources to help women enter back into the workforce. The event was hosted by Ms. Meyer-Shipp

and Senior Vice President, Content, at Hearst Magazines, Lucy Kaylin, and Guest of Honor, Gayle King, Television Journalist and Co-Host of CBS Mornings, joined the event for an inspiring conversation on the art of reinvention and living your purpose. ARM & HAMMER also collaborated with influential women, including television personality and entrepreneur Crystal Kung Minkoff, Olympic Gold Medal Gymnast and New York Times Bestselling Author Shawn Johnson East, and home expert and entrepreneur Chelsea DeBoer to share their power stories and offer valuable career insights for women to further support this event. In total, these influencers' posts garnered 10.2 million+ impressions and 12,000+ likes.



# vitafusion™

**OUR VITAFUSION BRAND TEAM CELEBRATED THE 7<sup>TH</sup> YEAR OF ITS PARTNERSHIP WITH THE FRUIT TREE PLANTING FOUNDATION** by planting in underserved communities across the U.S. and the globe by supporting our mission of providing delicious nutrition for all.

According to the Centers for Disease Control and Prevention's State Indicator Report on Fruits and Vegetables (2018), only 12.2% of adults meet the recommended daily fruit intake with the driving factors being convenience and affordability. At a time when health and wellness are top of mind, our VITAFUSION brand team continues to strive towards its mission of providing delicious nutrition for all by planting fruit trees in communities across the U.S. who need it most.

**In 2023, we planted 10,020 trees and 20 fruiting shrubs in 41 communities in the Jinja District of Uganda & one community in St. Paul, Minnesota.** As of 2023, we have planted 260,166 fruiting trees & shrubs alongside The Fruit Tree Planting Foundation! The orchards created this year will feed their communities both physically as well as socially and economically for decades to come by creating 1,563,120 million pounds of oxygen and 440,880 million pounds of harvest expected annually once trees are mature.

The Fruit Tree Planting Foundation is an international nonprofit dedicated to planting edible fruit trees and plants to benefit the environment and its inhabitants. The VITAFUSION brand team and the Fruit Tree Planting Foundation have helped increase the accessibility of fresh fruit by planting trees at public schools, Native American communities, city parks, community gardens, low-income neighborhoods and hurricane-stricken areas.

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## OUR FIRST RESPONSE BRAND TEAM EMPOWERED WOMEN'S MATERNAL HEALTH JOURNEYS WITH DIVERSE STORY-TELLING AND CAUSE AWARENESS CAMPAIGNS.

As the manufacturer and distributor of FIRST RESPONSE pregnancy test kits, we are committed to empowering women's maternal health journeys through education and awareness through reputable cause marketing partnerships.

### In 2023, we:

- **Supported National Infertility Awareness Week (NIAW) with RESOLVE:** The FIRST RESPONSE brand team continued a decades long partnership with The National Infertility Association, with the goal of helping re-establish in-person support groups post-COVID-19 pandemic.
- **Continued our commitment to addressing maternal health inequities with ongoing support of:**
  - **Black Mama's Matter Alliance (BMMA):** Raised funds and awareness for Black Maternal Health week in April.
  - **Every Mother Counts (EMC):** Raised money to help support equitable maternal health by sponsoring EMC's Giving Tuesday campaign by matching donations to support women having access to quality, respectful, and equitable healthcare. To amplify the match campaign, First Response engaged mom influencers including Olympian Tara Lapinski to help encourage donations and inform their audiences of the maternal health inequities that exist today.



EVERY  
MOTHER  
COUNTS



**BMMA**

BLACK MAMAS MATTER ALLIANCE



# TROJAN<sup>®</sup>

CONDOMS



## OUR TROJAN BRAND TEAM PROTECTED COMMUNITIES WITH SEXUAL HEALTH PROGRAMS, EDUCATION, AND DONATIONS.

As the manufacturer and distributor of TROJAN brand condoms, we are committed to complete sexual health through education and increasing awareness among young adults in the U.S. about the risks of unprotected sex – notably unintended pregnancies and sexually transmitted diseases (STDs).

### In 2023, we:

- **Worked with the Condom Collective** – a youth-led grassroots movement to make the U.S. a sexually healthy nation – to donate more than one million condoms to student-run safe sites in a peer-to-peer program on college campuses.
- **Continued a tradition of donating more than one million condoms** to health departments across the U.S. annually as a part of a long-standing partnership with the National Coalition of STD Directors. Together, we refocus attention, resources, and consumer education on condoms as a highly effective form of STD and unintended pregnancy prevention. Through this partnership, which is referenced on our condom boxes, we also continue to support the “Condom Connect” Initiatives.
- **Continued our partnership with youth sex-ed nonprofit, HiTOPS**, by sponsoring its annual half-marathon race last November in Princeton, NJ. HiTOPS works to foster strong and healthy young people of all identities

by providing inclusive sex education and LGBTQ+ support for young people throughout New Jersey. The TROJAN brand team was the race’s “Finish-Line Sponsor,” donating and helping to raise thousands of dollars for the organization.

- **Supported Callen-Lorde, an NYC-based global nonprofit leader in LGBTQ+ healthcare**, as extension of our Bushwig sponsorship and in honor of Bushwig co-founder Simone. Bushwig is an annual community-created and -run festival in Bushwick, NYC that celebrates LGBTQ+ music, art, and culture. The TROJAN brand had the honor of being Bushwig’s first corporate partner and encouraged festivalgoers to be their authentic selves.
- **Worked with Operation Homefront to donate condoms** to support their wide variety of programming, including their alliance with women’s/health programs and residents in the area, Operation Homefront if a nationally recognized nonprofit dedicated to supporting military members and their families, providing relief and recurring family support programs.

# FELINE GENEROUS™



## THE ARM & HAMMER PET CARE BRAND TEAM IS PASSIONATE ABOUT PET ADOPTION.

In 2023, the brand team continued its mission in supporting overlooked shelter cats through its partnership with the ASPCA and animal shelters across the nation, to raise awareness for pets needing loving homes.

### This included:

- **Remaining dedicated to shining a light on “purrfectly impurrfect cats”** and giving back to organizations that help them get adopted by donating \$50,000 annually to animal shelters through our ARM & HAMMER Feline Generous program.
- **In June, we celebrated our 3rd annual partnership with the ASPCA** and National Adopt A Shelter Cat Month by partnering with the ASPCA to sponsor virtual adoption events to help purrfectly impurrfect shelter cats get adopted.
- **Our 5th annual partnership with Morris Animal Refuge**, one of America's first institutions that cared for and rehomed abandoned and suffering animals. ARM & HAMMER Feline Generous sponsored its annual Fur Ball event and Giving Tuesday campaign, helping to encourage donation matching for its shelter through a donation of \$13,500.



- **In honor of National Animal Shelter Appreciation Week** (November 5-11), the ARM & HAMMER™ Feline Generous program announced the launch of its "A Day in the Life" social media campaign. The campaign is dedicated to celebrating purrfectly impurrfect shelter cats who are often overlooked due to age, appearance, or misunderstood personalities. The Feline Generous Program teamed up with some of TikTok's most popular cat influencers to create humorous and lighthearted videos that highlight “a day in the life” of purrfectly impurrfect shelter cats looking for their furever homes. To thank the participating shelters, the ARM & HAMMER brand team donated \$10,000 to each organization!
- **In celebration of the giving season, the ARM & HAMMER Feline Generous program launched a social media campaign** allowing participants to nominate three local shelters to be awarded a donation of \$5,000 each (\$15,000 total). The nominating consumers were also awarded a year's supply of ARM & HAMMER cat litter!





## THE ARM & HAMMER BRAND TEAM SPONSORED ODYSSEY OF THE MIND™

In 2023, we continued our partnership with Odyssey of the Mind™, an international science, technology, engineering, art, and math (STEAM) competition where students in kindergarten through college work together to solve creative problems at the regional, state, and global level.

For over 175 years, we have been committed to encouraging inventive problem-solving from the kitchen to the outdoors, to the classroom, empowering millions of consumers to dream up countless versatile uses for ARM & HAMMER baking soda.

**In 2023, our ARM & HAMMER brand team's continued support of Odyssey of the Mind and STEAM education included:**

- Sponsoring a problem where teams will use ARM & HAMMER baking soda as a key element in their solution and performance.
- Providing \$100,000 in sponsorship to support STEAM.

Sharing virtual content at Odyssey of the Mind™ World Finals in May 2023 to provide edutainment to the thousands of teams and families in attendance. This partnership will help us to advance our mission of championing innovative thinking and we are excited to see the creative solutions these powerful young minds come up with as we continue our support in 2024!





**CHURCH & DWIGHT BRAND TEAMS PARTNER WITH CONSCIOUS BEAUTY AT ULTA BEAUTY™**

Conscious Beauty at Ulta Beauty™ empowers consumers with transparency and choice to be able to identify clean, cruelty free, vegan, and sustainably-packaged brands and products. It also highlights brands that positively impact our communities and planet.

Various Church & Dwight brands met the qualifications for the pillars below:

- **BATISTE** - Sustainable Packaging, Vegan\*
- **VIVISCAL** - Clean Ingredients, Sustainable Packaging\*
- **TOPPIK** - Clean Ingredients, Vegan\*
- **NAIR** - Clean Ingredients, Vegan\*
- **THERABREATH** - Clean Ingredients, Vegan

\*sku specific







## **BATISTE BRAND TEAM JOINED WITH LEADING NONPROFIT ACTIVE MINDS TO UPLIFT YOUNG ADULTS ON COLLEGE CAMPUSES**

In 2023, the BATISTE brand team continued its partnership with Active Minds, the nation's leading nonprofit organization providing mental health awareness and education for young adults. The brand team has innovated to make great hair easy to achieve in minutes – not hours – so consumers have more freedom and time to do what they love. Together with Active Minds, the BATISTE brand team is investing in resources and programs that will enhance the lives of college students experiencing mental health issues across the country, allowing them to spend their energy on what matters most.

There is a unique need at community colleges for additional mental health resources, as compared to larger universities, due to less funding and overall limitations to provide the support students need. The \$50,000 donation from the BATISTE brand team will aide in the following:

- Establish new Active Minds Chapters at community colleges
- Grow Active Minds' student ambassador network on campuses by 50%
- Amplify student networks and increase funding for new Chapters
- Provide scholarships and tailored technical assistance for students





# Spinbrush™

## **SPINBRUSH BRAND TEAM PROUDLY SUPPORTS OPERATION HOMEFRONT BY DONATING \$100,000 IN 2023**

For the third consecutive year, the SPINBRUSH brand team partnered with Operation Homefront – a nonprofit that for the past 21 years has worked to build strong, stable, and secure military families so they can thrive, not simply struggle to get by, in the communities they have worked so hard to protect. The brand team designed a camouflage battery powered toothbrush in collaboration with Operation Homefront to raise awareness of Operation Homefront's mission with consumers at retail.





## **WATERPIK BRAND TEAM AND “DR. Q” TONEY BROUGHT THE TRANSFORMATIVE POWER OF WATER TO HBCU CAMPUSES**

The "Art of Aesthetics/Waterpik HBCU Homecoming Tour" proved to be a profoundly impactful and momentous oral care education endeavor within the community. This tour was a unique opportunity to facilitate engagement with students from historically Black colleges and universities (HBCUs) and resonate with the broader working community that supported this initiative.

As a proud attendee of one of the few HBCU dental programs, Dr. Quodarrus Toney (“Dr. Q”) was enthusiastic about collaborating with the WATERPIK brand team. Through this partnership, the brand team and Dr. Q provided oral care education and fostered awareness about WATERPIK’s commitment to superior oral care. In doing so, we demonstrated our unwavering dedication to investing both educationally and financially in underserved communities.

One of the most remarkable facets of this tour was the opportunity to connect with HBCU pre-dental students along their dental education journey. These interactions helped to inspire these students and serve as a bridge between the brand team and future colleagues in the field of dentistry – individuals who are poised to incorporate WATERPIK products into their professional practices and, in turn, recommend these products to their patients. Each stop on the tour offered a distinct experience, yet they all shared a common thread: an abiding interest in oral health, dentistry, and WATERPIK products.



The final stop at Howard University announced the brand's partnership with Dr. Q's Howard University College of Dentistry Program Scholarship, where the brand team donated \$20,000 to a Howard College of Dentistry student along with a \$5,000 contribution to Howard University's student affairs.

- **Event Locations:** Texas Southern University, Spelman College, Morehouse College, Tennessee State University, Meharry Medical College, Morgan State University, Howard State University
- **Surprising fact:** Less than 4% of Dentists are Black

## **WATERPIK BRAND TEAM PROVIDES SHOWERS AND PERSONAL CARE SUPPORT THROUGH SHOWERS FOR ALL PARTNERSHIP**

Local Denver organization "showers for all" provides showers and laundry to those experiencing homelessness. In 2023, the WATERPIK brand team began its partnership with this organization to help bring dignity and a sense of value through good personal hygiene by providing a \$10,000 donation directly to the organization, upgrading their trailer showers with WATERPIK shower heads, and providing donations of other Church & Dwight personal care products: SPINBRUSH toothbrushes, THERABREATH mouthwash, and ARM & HAMMER toothpaste, deodorant, and laundry detergent.



## **Church & Dwight Honored by the U.S. Environmental Protection Agency's 2023 Safer Choice Partner of the Year Award**

The Safer Choice program assesses every ingredient in a product for safety in addition to reviewing pH, performance, and packaging. The ARM & HAMMER brand was recognized for utilizing safer ingredients without sacrificing quality or performance, while furthering the EPA's commitment to making Safer Choice products more affordable and accessible to all. To drive awareness of EPA Safer Choice options, certain ARM & HAMMER laundry products prominently feature the Safer Choice logo on their packaging and the brand spends millions of dollars on advertising behind Safer Choice-certified products. For more information, see **Products** beginning on page 40.