

# PRODUCTS

## Provide Safe & Effective Products for Consumers & the Environment

- ✓ Develop effective products that are safe for our consumers, the animals they care for, and the environment worldwide
- ✓ Provide informed choices to consumers across the globe through ingredient transparency and disclosure





## EFFECTIVE & SAFE PRODUCTS

### Our global R&D Organization

Our global R&D employs a broad variety of scientists with specialties in product development chemistry, packaging and process engineering, toxicology, regulatory, quality and Sustainability. We have a strong external network of technical experts that enable our primary R&D center in Princeton, NJ, to interconnect with our facilities in Canada, Europe, and China. This global R&D network ensures we provide the world's consumers with high quality ingredients and products in compliance with all safety and regulatory expectations.

Our Commitment to a Global and Science-Based Ingredient and Product Safety Assurance

**Our 4-step evaluation process is well above and beyond regulatory compliance and includes:**

#### **Step 1. Safe and Sustainable Ingredient Selection.**

Each ingredient undergoes a rigorous safety evaluation for the specific product application, specifically we:

- Review ingredients against our “Chemical of Concern” list to ensure use of the ingredient is not prohibited or restricted.
- Review extensive data sources for all traditional endpoints of toxicity -- acute and chronic human, animal, and environmental hazards.

- Strive to select safer chemicals that perform the same function.
- Develop a comprehensive exposure assessment to the ingredient in the product to establish a range of concentration that can be safely used in the product.
- Conduct a risk assessment to determine if we should use the ingredient. If safety cannot be confirmed, the ingredient is not allowed in the product and we explore alternative ingredients.

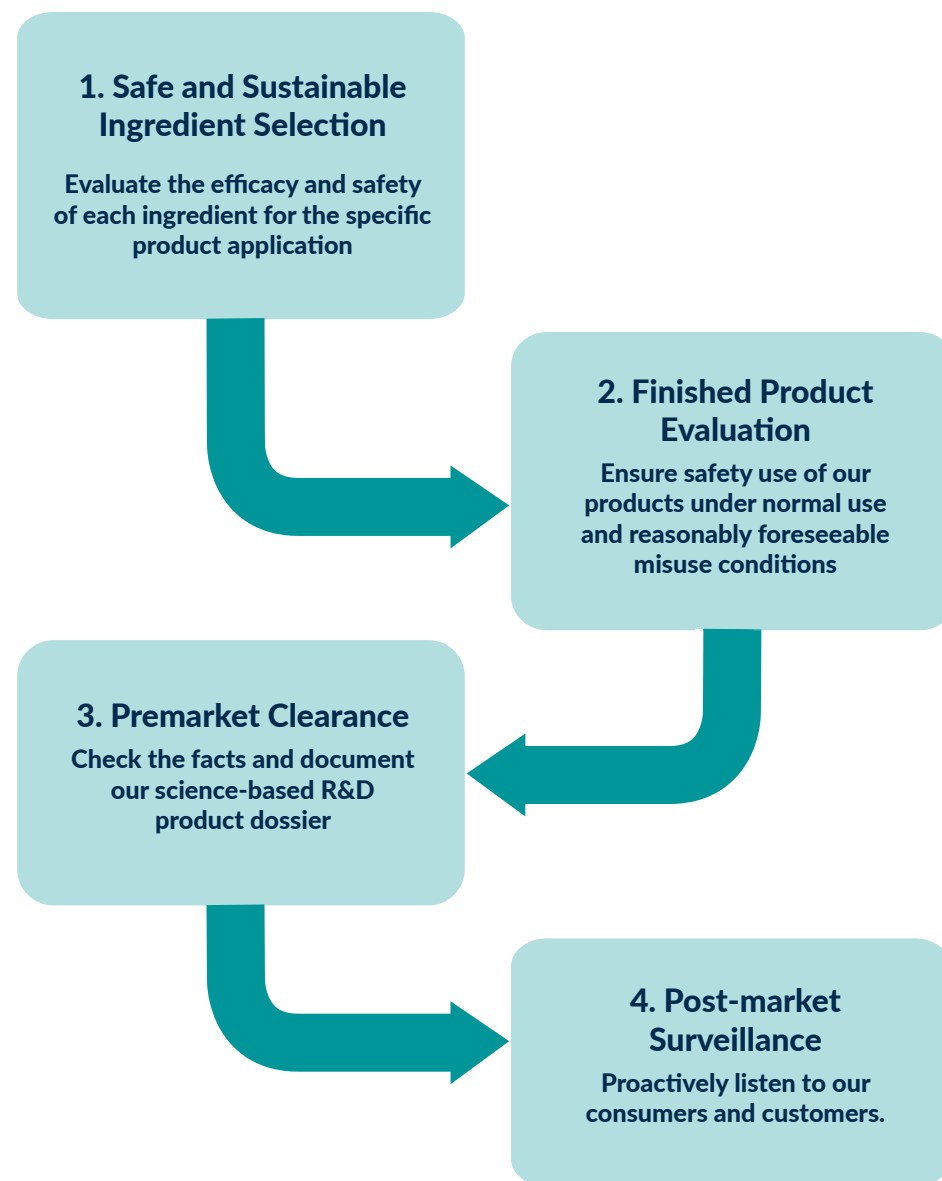
### Step 2. Finished Product Evaluation.

Our global mission is to ensure safety of our products worldwide under expected use and reasonably foreseeable misuse conditions.

- An overall product health exposure and risk assessment is conducted. If there are any data gaps, a safety program consistent with our commitment to animal-alternative research is developed.
- A toxicologist and regulatory and legal counsel provide proper use instructions and ingredient and safety related statements on package label and on the product website.
- Product Development and Quality Compliance teams ensure that the finished product meet all specifications such as formulation verification, stability, shelf life, and preservative efficacy.

### Step 3. Pre-market Clearance.

- Prior to manufacture and shipment release of every product, R&D develops a pre-market dossier.
- The Quality Department reviews the pre-market dossier to ensure the ingredients and products meet our corporate and industry standards for safety, performance and stability, regulatory requirements, and Sustainability.





#### Step 4. Consumer Feedback, Vigilance, and Post-market Surveillance

Church & Dwight continues to place high value on insights from our consumers and customers on products within the market, reflected by significant investments in this area during 2023:

- A new consumer response platform and database (Service Cloud) was launched at the end of the year to provide the foundation for future consumer engagement.
- The Quality Investigation section of the system was designed and built from scratch by the C&D Vigilance team to drive better and faster data back to the business, as well as monitor and measure compliance to application regulation reporting timelines.
- We continue to leverage partnerships established with industry experts, and pro-actively identify emerging or new feedback related to adverse experiences.

#### CHURCH & DWIGHT'S QUALITY MANAGEMENT SYSTEMS (QMS)

Our QMS is designed to meet the highest standards in the industry reflecting global regulatory requirements and International Standards. Our quality obsessed mentality ensures that all new products or enhancements meet rigorous standards prior to being sold to consumers. The standards include, but are not limited to, safety and performance testing, package evaluation, and manufacturing qualifications. Our products are produced only after all ingredient and manufacturing suppliers are approved by the Quality Team. Finally, through ongoing performance evaluations against our product specifications, we deliver consistently high-quality products to our consumers.



## CONTINUED MONITORING OF OUR FORMULATED PRODUCTS FOR CHEMICALS OF CONCERN

Our R&D Chemicals of Concern Committee has developed a master list of Chemicals of Concern for humans and the environment. This list is derived from global regulations and scientific reviews by authoritative bodies such as California's Proposition 65, the International Agency for Research on Cancer (IARC), the U.S. National Toxicology Program, the U.S. Food and Drug Administration, the European Union list of Endocrine Disrupting Chemicals, and the International Fragrance Association Code of Practice. These also address hundreds of chemicals on Retailer Restricted Substance Lists (RSLs) among others.

None of the chemicals on our master list are intentionally added to any of our formulations. We also review formulations from our acquired brands to identify whether any Chemicals of Concern should be removed. If any are identified, an action plan is put in place to address them. Our Chemicals of Concern Committee

regularly reviews current and emerging issues to determine whether additional chemical(s) should be added to our master list, should be removed from that master list or should be included on our Watch List for continued monitoring or early action. We continue to build on our commitment to safe products through expanded monitoring, enhanced systems, and other improvements.

We design fragrance mixtures to comply with the safety standards set by the International Fragrance Association, and all flavor mixtures to comply with those of the Flavor and Extract Manufacturers Association and our Chemicals of Concern process, in addition to regulatory requirements worldwide. We specially design mild fragrance oils for our scented sensitive skin products. We do not use phthalates in our fragrance oils or our finished products. Lilial has been fully removed from fragrance oils in our European cosmetic products and we are in the process of removing it from cosmetic products in other geographies. Lyril has been removed from over 95% of our fragrance oils and we are in the process of removing it from the remaining fragrances globally.

## OUR COMMITMENT TO ANIMAL-ALTERNATIVE RESEARCH

**We do not conduct, nor do we request that our raw material suppliers conduct, any animal studies unless absolutely required to comply with law or regulations.**

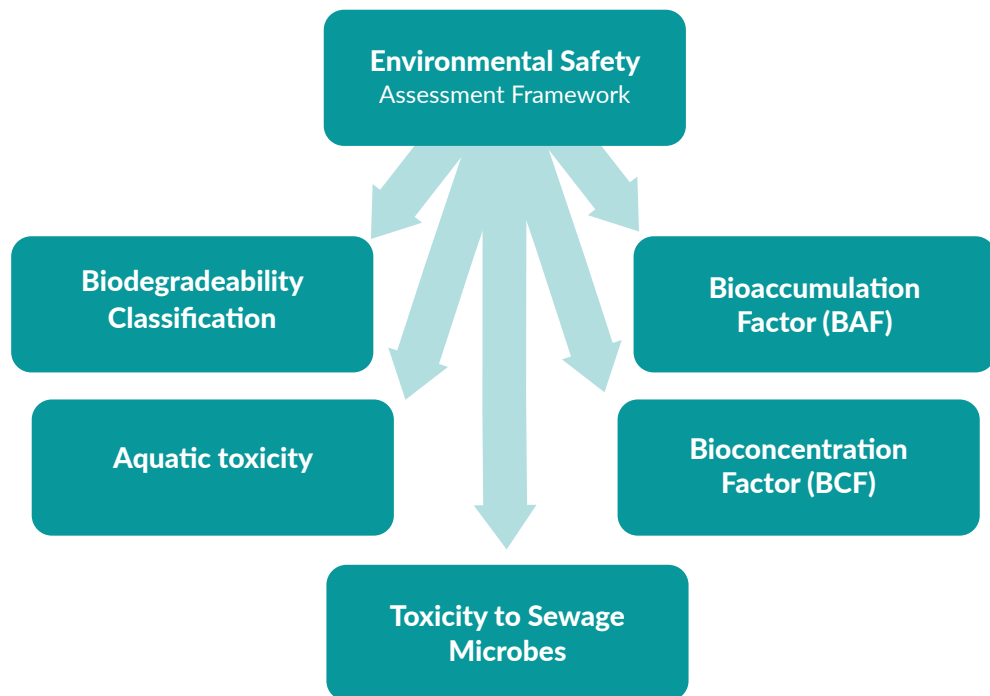
Our animal-alternative methods of safety and efficacy evaluation include: publicly available toxicology and clinical safety data, computer (in silico) and human simulated modeling, and in vitro and clinical testing.

While many in vitro methodologies are validated for single ingredients, they are not fully validated for ingredient mixtures such as finished products. Therefore, we continue to invest in in vitro testing validation and participate in collaborations with industry, regulatory agencies, and special interest groups to validate in vitro testing for chemical mixtures. As an example, in collaboration with a consortium of personal lubricant manufacturers and an in vitro testing company, we have joined a project co-organized by the PETA Science Consortium International to demonstrate that a human cell-based test system can be used for regulatory decision-making. This project is organized through the FDA's Medical Device Development Tools (MDDT) program, a recently restructured approach to involving the FDA in the development of modern animal-free approaches to product testing.

More information about our animal testing policy can be found at <https://churchdwight.com/our-brands/animaltesting-policy.aspx>.



## Church & Dwight's Environmental Safety Assurance Process



## ENVIRONMENTAL SAFETY ASSURANCE PROCESS

Environmental safety has been one of our high priority considerations in ingredient selection and product development. We have recently initiated a Corporate Environmental Safety Assessment Framework with a more robust approach to further enhance our environmental safety assessments for ingredients and products consistent with our respective Sustainability goals. Within this framework each chemical in a specific formulation is evaluated against five endpoints in environmental toxicity. Two successful projects included a down the drain product and a rinse off product. We will apply this robust environmental safety assurance process to all our product categories.

## SUSTAINABILITY & INNOVATION

Sustainability is now a fundamental aspect of our innovation teams' ethos, guiding our new product development with a strong emphasis on Sustainability. We're actively pursuing innovations that reduce water and energy use, both in manufacturing and end-user phases, and are working on reducing transportation impacts and enhancing packaging recyclability.

We understand that Sustainability is a key component of the consumer experience. To create products that resonate with consumers, we're heavily focused on understanding their needs and preferences, which helps us craft sustainable solutions with the consumer at heart.

Our approach includes integrating tools derived from leading Design for Sustainability practices. These are embedded in our Integrated Design Thinking (IDT) methodologies and factored into our new product Stage Gate assessments. We also continue to create and refine curated Sustainability tools and adaptable

processes, empowering our scientists, designers, and developers to embed Sustainability throughout every phase of innovation and development.

Moreover, our commitment to Sustainability extends beyond our in-house activities. It encompasses the work we do with external innovation partners and within our collaborative ecosystems. Through open innovation partnerships, we aim to extend our influence on Sustainability practices beyond our organization.

## INGREDIENT DISCLOSURE

Ingredients included in the formulations for our products are disclosed on-line and/or on-pack. We devote significant attention and care to transparently disclosing ingredient and safety information for our products. Safety Data Sheets for our products are available on our website. We disclose ingredients in all our products in accordance with the relevant federal, state, and local regulations.

## GLOBAL STANDARDIZATION OF OUR PRODUCTS WHILE ADAPTING TO LOCAL PRODUCT NEEDS

Our R&D organization has adopted a “One R&D - Think and Act Global” approach while adapting to local needs. We strive to develop a single formula to meet the needs of consumers worldwide, thereby simplifying and improving our agility to changing needs. We also offer variation(s) of a global formula based on the local consumer preferences, socioeconomics, and our distributor network.







**SAFER CHOICE**  
Meets U.S. EPA Safer Product Standards



## HIGHLIGHTS OF 2023 PRODUCT INNOVATION ACCOMPLISHMENTS

- **EPA's Safer Choice Partner Award Winner.** Church & Dwight was recognized by the Environmental Protection Agency (EPA) for its efforts in promoting safer chemistry and received a Safer Choice 2023 Formulator-Product Manufacturer Partner of the Year Award. Two ARM & HAMMER laundry products – ARM & HAMMER Baby Laundry Detergent and ARM & HAMMER Clean & Simple Laundry Detergent – are EPA Safer Choice-certified. ARM & HAMMER Safer Choice-certified products are produced in manufacturing facilities that use 100% renewable energy. These Safer Choice-certified laundry detergents are more accessible to lower income shoppers because they are made available at affordable prices and are available at retailers that serve low-income communities, supporting EPA's goal of advancing environmental justice.
- **Liquid Laundry Detergent Concentration.** In 2023, ARM & HAMMER and XTRA Laundry further reduced water and plastic usage, by further concentrating key liquid detergent formulas. The new formulas provide consumers with the same cleaning power as prior formulations, but with less water and plastic used per load. These efforts, across ARM & HAMMER and XTRA, reduced plastic usage by approximately 3.6 million pounds, corrugate usage by approximately 5 million pounds, and water usage by approximately 79,000 tons. The smaller, lighter product has also resulted in an estimated reduction of carbon dioxide emissions in transportation by approximately 5,700 metric tons.<sup>1</sup>

<sup>1</sup>Plastic, corrugate, water, and carbon reduction estimates use actual number of units sold in 2023 as compared to impact of 2022 first round concentration using the same number of units sold. Emissions reduction estimates are based on full truckload equivalents calculated using average carbon emissions per truckload and average miles traveled.

- **THERABREATH Oral Rinse.** We launched two new kids oral rinse anticavity flavors using organic flavors. Dr. Harold Katz created the THERABREATH formulas in 1993 for his own family. That's why THERABREATH Kids Mouthwash contains no artificial dyes, no parabens, and no alcohol. This anticavity mouthwash is also vegan and gluten free.
- **BATISTE Dry Shampoo.** We reformulated and launched all our BATISTE Dry Shampoo products to meet the new California Air Resources Board (CARB) requirements for Dry Shampoo for volatile organic compounds reductions, including all currently marketed as well as our new Overnight Deep Cleanse and Texturizing products.
- **WATERPIK.** In 2023, the WATERPIK brand continued the expansion of the high efficiency, EPA WaterSense certified showerhead product portfolio. These showerheads are engineered to maximize performance while reducing flow rates by up to 28%. Over 93% of WATERPIK showerheads shipped in the U.S. in 2023 were WaterSense certified.

