



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 2024, 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 Toward a More Sustainable World

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

The Arm & Hammer Brand Team Sponsored Odyssey Of The Mind™

In 2024, 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 2024, 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 education.
- Sharing virtual content at Odyssey of the Mind™ World Finals in May 2024 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 2025!

The Arm & Hammer Baking Soda Brand Team Proudly Launched The 1st Annual Arm & Hammer Baking Soda Rocket Day.

In October, we celebrated the first ARM & HAMMER Baking Soda Rocket Day, and it was a phenomenal success! Over 180,000 students across more than 270 schools participated in this historic day nationwide, launching more than 5,000 Baking Soda rockets. It was an unforgettable day filled with smiles and inspiration. The kids and teachers had an absolute blast! Seeing their faces light up with curiosity and excitement was truly priceless.

ARM & HAMMER Baking Soda Rocket Day was more than just fun; it was about inspiring curiosity and imagination in young minds, and sparking a lifelong passion for STEAM. Thank you to everyone who participated and made this day so special. Your enthusiasm and engagement were the fuel that made this event soar! Stay tuned for Baking Soda Rocket Day 2025!





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 2024 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 toward 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 three project areas globally: solar power in India, 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 team is proud to support Baking Soda Swaps.

Just a helping of ARM & HAMMER™ Baking Soda Helps Reduce The Number Of Products In Your Cabinet & 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 reducing their impact on the planet. The campaign generated over 373 million impressions in 2024 and will continue in 2025.





ARM & HAMMER Laundry Team Proudly Supports Dress for Success® For A Fourth Consecutive Year

Our ARM & HAMMER Laundry team continued its support for Dress for Success by donating \$100,000 in total in 2024. The Laundry Team sponsored the “Your Hour, Her Power” campaign in March 2024 to empower women and lighten their load.

Your Hour, Her Power

To enhance brand affinity and support Women’s History Month and International Women’s Day, the ARM & HAMMER™ Laundry team donated \$100,000 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 wellness, and entry to a professional network and safe community.

As part of the 2024 YHHP campaign, the ARM & HAMMER Laundry team partnered with Dress for Success to champion five SHero Honorees, to share their stories of determination and preservation, including Dress for Success member and ambassador, Starella ‘Star’ Arbouin. Losing her at-home daycare business in 2012 during Hurricane Sandy, Star was displaced for four years until finding support and hope through Dress for Success. The organization equipped her with the resources necessary to rebuild her spirit and pursue her dream of owning a spa. In 2024, Arm & Hammer Laundry disseminated their own press release titled, “ARM & HAMMER™ Laundry Supports Women Empowerment and Proudly Partners with Non-Profit Organization, Dress for Success® Worldwide, for Fourth Consecutive Year” which syndicated in Boston Herald and Pittsburgh Post-Gazette, and was featured in Dress for Success’ release, “Dress for Success® Worldwide Launches its Largest Campaign, Your Hour, Her Power®, Celebrating 31 Honorees from Global Network.”

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.



“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®**



XTRA

ARM & HAMMER and XTRA Laundry Detergents Further Sustainability Efforts for Liquid Detergents

In 2024, the ARM & HAMMER and XTRA Laundry teams closed out their multi-year formula concentration efforts that have helped power sustainability efforts by reducing water and plastic usage per wash load. Thanks to these efforts the brands have in total reduced plastic usage by approximately 9.1 million pounds, corrugate usage by approximately 9.4 million pounds, water usage by approximately 170,000 tons, and transportation CO2 emissions by an estimated 11,200 metric tonnes from the years 2022-2024.

Building on this work, in 2024 the ARM & HAMMER and XTRA teams continued to address plastic usage, increasing their use of post-consumer recycled plastic on average by 4.2% per bottle for an average of 34.2% in liquid laundry detergent bottles, and achieving a year end run rate at 38% PCR*. Overall, the ARM & HAMMER and XTRA teams reduced reliance on virgin plastic by 870 US tons (1.74 million lbs)*.

**Plastic, corrugate, water and carbon reduction estimates for full concentration efforts use actual number of units sold in 2022 as compared to impact of pre-concentration efforts using same number of units sold and actual number of units sold in 2023 as compared to impact of 2022 first round concentration using same number of units sold and actual number of units sold in Q1 2024 as compared to impact of Q1 2023 first round concentration using same number of units sold. Emission reduction estimates are based on full truckload equivalents calculated using average carbon emissions per truckload and average miles traveled.*

ARM & HAMMER Laundry Team Celebrates Fourth Year as a SkinSAFE™ Trusted Choice Leader: Leading the Way in Providing Effective Laundry Solutions for People with Sensitive Skin.

The ARM & HAMMER Laundry team continues to pioneer the laundry category as a SkinSAFE Trusted Choice brand, marking the product's fourth year of certification in 2024. SkinSAFE, in partnership with the Mayo Clinic, uses over 25 years of clinical skin testing data to help consumers with sensitive skin make the right product decisions. Receiving the SkinSAFE Trusted Choice Seal requires the brand's formulas to pass rigorous data review processes, including skin patch testing, clinical and home use testing on sensitive skin, limited or total absence of common fragrance allergens, and ingredient assessments.

The ARM & HAMMER and OxiClean Laundry teams proudly features the SkinSAFE seal on our Sensitive Free & Clear and Sensitive Plus Scent liquid laundry and Unit Dose packaging and Free and Baby Stain Powder Stain Removers, underscoring its commitment to rigorous standards to deliver products that consumers with sensitive skin can trust and use with confidence.

Additionally, ARM & HAMMER Sensitive Skin Free & Clear Liquid Laundry Detergent has been awarded the SkinSAFE Shoppers' Choice as the highest ranked product within the detergent category. This recognition highlights its popularity and trust among consumers who prioritize safe, sensitive-skin solutions. Dermatologist-tested and free from dyes, preservatives, and common allergens, this detergent is ideal for even the most reactive skin types.



Arm & Hammer Laundry Team Launches New Laundry Detergent Sheets

In 2024, the ARM & HAMMER Laundry team launched ARM & HAMMER Power Sheets Laundry Detergent Sheets in retail, becoming the first name brand to launch into this form. This exciting, innovative product is improving our company's environmental footprint. By switching from traditional detergent bottles and caps to our detergent sheets, we have reduced plastic usage by 238 tons (476,500 lbs), saved 720,000 gallons of water, and decreased greenhouse gas emissions by 902 metric tons of CO2 equivalent. This product also comes in fully recyclable packaging for consumers and boasts a "99% less water*" claim on pack.

**per medium load versus leading value detergent*

Church & Dwight Honored by the U.S. Environmental Protection Agency's 2024 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 33.





The OxiClean Save-the-Sneaker campaign is an initiative that champions clothing preservation by demonstrating practical methods to extend the life of your favorite footwear.

By showcasing the powerful cleaning power of OxiClean, the campaign educated consumers on how to effectively remove tough stains and refresh their sneakers, ensuring they look new for longer. This not only reduces the need for frequent replacements, thereby minimizing waste, but also promotes a more sustainable approach to fashion. Waste is prevalent in every part of the fashion industry because of overproduction, overconsumption, and problematic end-of-life solutions, such as landfills and incineration. Shockingly, every second, the equivalent of one garbage truck of textiles is landfilled or burned globally. Moreover, 50% of fast fashion produced is disposed of in under a year, and 30% of clothes produced are never sold.

vitafusion™

Since 2017, the VITAFUSION brand team has partnered with the Fruit Tree Planting Foundation (FTPF) to help create healthy and vibrant communities in the US and abroad through fruit trees. This collaboration has resulted in the planting of over a quarter of a million fruit trees across the United States, Africa, and Latin America. These trees provide fresh fruit, perennial income, environmental benefits, and edible landscapes to schools, community spaces, and families.

In 2024, significant milestones include the planting of the 270, 210th tree at 4Roots farm in Orlando, which created a food forest along a walking path with a variety of fruit trees. Additionally, in Uganda, the VITAFUSION brand team contributed to the establishment of orchards in schools and households. In total, the 10,000 trees planted through the partnership in 2024 will serve 56 communities with over 440,000 pounds of harvest annually. The partnership between the VITAFUSION brand team and FTPF continues to support the vision of accessible, nutritious food and a healthier environment, bringing lasting benefits to communities worldwide.





Our First Response Brand Team Empowered Women's Maternal Health Journeys with 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.

In 2024, we enhanced brand affinity through reputable cause marketing partnerships, such as:

- **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 creating awareness of National Infertility Awareness Week in partnership with the BETCHES Oversharing Baby Steps Podcast.
- **Continued our commitment to addressing maternal health with ongoing support of Black Mama's Matter Alliance (BMMA):** The FIRST RESPONSE Brand Team Sponsored BMMA's Maternal Health Conference and Training Institute in September. This conference brought professionals in the child birthing space (Public Health Professionals, Midwives, Nurses, Physicians, etc.) together to learn and discuss how do combat maternal health inequities.



EVERY
MOTHER
COUNTS



BMMA
BLACK MAMAS MATTER ALLIANCE

TROJAN[®]

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) – while enhancing brand affinity.

In 2024, we:

- **Partnered with Advocates for Youth's 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” Initiative, an NCSD partnership with the TROJAN Brand Team to connect NCSD’s members with condoms!
- **Sponsored a booth experience at Cincinnati Magazine’s annual Pride Party, a high-energy, fun event held the Friday of Pride weekend with live music, giveaways, and even a cake decorating competition.** Our booth was very welcoming, with multiple photo booths, a mosaic photo wall and giveaways, including free samples of Bareskin Raw™ condoms to prepare attendees for a weekend of safe fun.
- **Supported Callen-Lorde, a NYC-based global non-profit leader in LGBTQ+ healthcare, through a generous donation and attendance at the 2024 Community Health Awards ceremony, as an 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 team had the honor of being Bushwig’s only corporate partner and encouraging festivalgoers to embrace their bold.



The Arm & Hammer Pet Care brand team is passionate about pet adoption.

In 2024, 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” by developing an AI-powered tool that highlights cats’ unique personalities to help get them adopted and donating \$143,500 to animal shelters through our Arm & Hammer Feline Generous program.
- **In June, we celebrated our 4th annual partnership with the ASPCA and National Adopt A Shelter Cat Month** by partnering with the ASPCA to sponsor virtual adoption events and helping to raise \$200,000 for the ASPCA through a matching donation campaign to help cats in need get adopted.
- **Our 6th 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 their annual Fur Ball, helping to encourage donation matching for their shelter through Arm & Hammer’s donation of \$13,500.
- **In the spirit of giving, ARM & HAMMER launched a “Personality Pics” social media contest in November, aimed at helping shelter cats find loving homes.** This campaign spotlighted shelter cats often overlooked for adoption due to age, appearance, or misunderstood personalities by giving them an AI-generated portrait to better showcase their unique traits. Cat lovers were invited to follow @armandhammercat on social and nominate a shelter for a chance to win. Three winning shelters received \$10,000 each, an AI-generated portrait for up to 10 cats, and the nominating cat lover won a year’s supply of ARM & HAMMER™ Cat Litter.





Viviscal™ TheraBreath™
 Batiste™ TOPPIK Nair

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

Expanded Partnership with TERRACYCLE®

In 2024, we continued our partnership with TerraCycle® to recycle plastic pouches, recycling 229,737 ARM & HAMMER and OXICLEAN pouches since 2018. We also expanded the program in 2021 to include toothpaste tubes, diverting 31,798 tubes from landfill and incineration through our TerraCycle® recycling program. Our goal was to provide trusted products in a convenient reusable option accessible to all.

WATERPIK Brand Team Continues Partnership With “Dr. Q” Toney To Promote Oral Health and Enhance Brand Affinity

The WATERPIK brand team is dedicated to making dental care more accessible and empowering underserved communities with the tools and knowledge necessary to maintain healthy smiles. As part of this mission, the brand team continued their partnership with Dr. Quodarrus “Dr. Q” Toney with the HBCU Campus Crusade - a tour dedicated to promoting oral health, entrepreneurship, and educational opportunities among Historically Black Colleges and Universities (HBCUs) while empowering students with need-based scholarship funding to support their college careers.

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

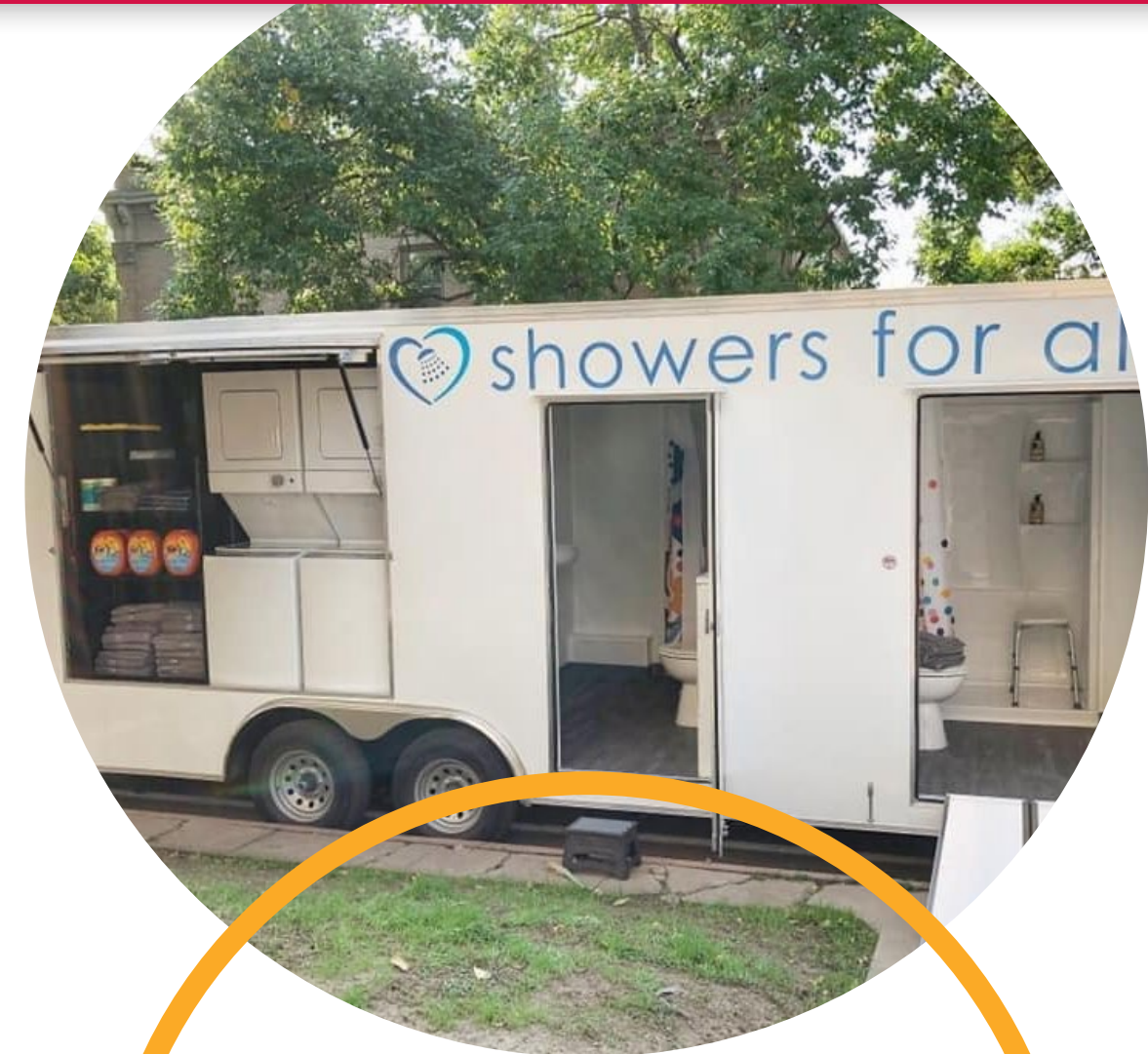
“Oral hygiene is an essential part of overall health, yet college students often overlook it due to time constraints and limited access to care,”

says Dr. Q. “As an HBCU graduate myself, I’m well aware of the challenges that these students face and want to equip them with the tools and education they deserve to make informed decisions about their oral health. Through this partnership with the WATERPIK brand, my team and I can significantly impact these campuses.”

In addition to the giveaways and demonstrations, a panel discussion was held at each campus featuring experts on oral health, entrepreneurship for minorities, and pre-dental career pathways. These panels aim to empower students with information on navigating healthcare challenges, starting businesses, and preparing for dental careers.

WATERPIK Brand Team Provides Showers And Personal Care Support Through Showers For All Partnership

Local Denver organization, Showers For All, provides mobile showers and laundry services to individuals experiencing homelessness. In 2024, the WATERPIK brand team continued 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.



waterpik®

Hero.



In 2024, the HERO brand team focused on three key areas to advance our sustainability efforts: packaging and recyclability, strategic certifications, and corporate social responsibility (CSR) initiatives.

- All products were submitted for How2Recycle® labels by end of 2024, we've maintained Forest Stewardship Council (FSC) certification for all cartons, and we are actively developing strategies to further enhance overall packaging recyclability.
- The following key sustainability certifications were maintained in 2024 reinforcing our commitment to environmental stewardship: Carbon-Free certified and FSC certified for all cartons. We are continuing to develop a path forward for additional certifications.
- The Team supported its CSR initiatives and enhanced brand affinity by launching the following seven cultural moment campaigns: Black History Month, Women's History Month, Asian American Pacific Islander Heritage Month, Pride, Juneteenth, Hispanic Latinx Heritage Month, and Giving Tuesday.

THERABREATH Brand Team Launched Fresh Possibilities Campaign to Support Underserved Communities and Promote Healthy Smiles

In November 2024, the THERABREATH brand team launched the Fresh Possibilities sweepstakes to donate oral care products to those in underserved communities where oral care is often overlooked. The team believes that no one should be left behind when it comes to their oral health, and with the launch of its Fresh Possibilities campaign sweepstakes, the team aims to make a meaningful impact for those that may lack access to dental services. The THERABREATH brand team believes that everyone deserves a healthy smile and this campaign was a simple but effective way for people to directly impact their neighbors and help spread the word about the importance of oral health. Via the use of social media, participating individuals not only entered for a chance to win, but spotlighted the local food pantries and areas that could use attention, volunteers, and donations. Both the individual who nominated their community and the community food pantry will receive a donation of THERABREATH oral care products.

Our THERABREATH products cater to a personalized approach to oral hygiene with each product offering specific benefits for a consumer's individual needs. Our Oral Care Rinses are certified gluten free, vegan, kosher, and halal to meet the needs of our diverse consumers. We are committed to inclusivity, ensuring that our products are accessible and beneficial to everyone, regardless of their background or dietary restrictions.

We are proud of our achievements in 2024 and look forward to continuing our efforts in the years to come.



2024

SUSTAINABILITY
REPORT