



# PACKAGING

We are dedicated to creating and manufacturing packaging that is both consumer-friendly and environmentally sustainable for all our global brands.

## Utilize Consumer-Friendly and Environmentally Responsible Packaging.

- ✓ Ensure greater than 95% of global product packaging is recyclable by the end of 2025.
- ✓ Ensure all non-pharma product packaging is free from Polyvinyl chloride (PVC) including timely elimination from newly acquired products.
- ✓ Increase post-consumer recycled (PCR) plastic to a minimum of 25% average across all global plastic packaging by the end of 2025.
- ✓ Reduce the amount of virgin petroleum based plastic packaging used globally by more than 30% compared to 2017 baseline data by the end of 2025.
- ✓ Source all paper and board packaging from recycled material and/or sustainably managed forests, ensuring compliance for all future product acquisitions.



## Packaging Circularity And Plastic Reduction

In line with our overarching sustainability goals, and acknowledging the global challenges associated with plastic packaging, we are actively advancing our Plastic Packaging Strategy to minimize the environmental impact of our plastic packaging, and we are focusing on three key areas to achieve this:

**1. Plastic should be reduced or eliminated from our packaging wherever it is practical.**

This means seeking non-plastic alternatives from across our supplier base. Plastic should also be reduced in weight where it is not deemed necessary for product protection and containment.

**2. To enhance plastic recyclability, we aim to simplify plastic components and educate consumers.** During the development phase, our goal is to create plastic packaging free from contaminants that hinder the recycling process. This involves transitioning from multi-material plastics, which are difficult to separate, to single-material structures and removing metal elements from plastic packaging.

**3. To enhance sustainability, we also must improve circularity.** We are steadily increasing our use of post-consumer recycled (PCR) plastic in packaging and utilizing materials that are more compatible with recovery and the inclusion of recycled content.

## Packaging Recyclability

We have enhanced overall recyclability across our extensive portfolio of products, with global recyclability rising from 71% to 88.5% since 2018. In 2024, we utilized approximately 397 million pounds of packaging material worldwide. As a result of advancements in recyclability achieved through our packaging sustainability project workstream, 350 million pounds of that packaging was recyclable and designed for material recovery within a circular economy.

As an activator member of the U.S. and U.K. Plastics Pacts, we collaborate to improve the recyclability of our portfolio and eliminate problematic and unnecessary plastics, driving action towards a circular economy. Our work with the Association of Plastic Recyclers and The Recycling Partnership helps us design our packaging to deliver recycle-friendly packages, driving higher levels of material recovery for use in new packaging.



## Consumer Education On Package Recycling

During 2024, we continued using How2Recycle® labels through our partnership with the Sustainable Packaging Coalition. We increased adoption by including How2Recycle® tile with our THERABREATH, WATERPIK, and HERO brands, applying more than 3,200 How2Recycle® labels on our North American packages since joining. The implementation of How2Recycle® labeling will remain a priority for all future acquisitions. In 2024, we also maintained the use of the “On Pack Recycle Label” program for all products sold in the UK, driving consumer awareness and enhancing contributions to material recovery. These programs promote greater material recovery, helping to advance the circular economy.

## Increased Use Of PCR

**Our goal is to reduce plastic pollution and improve our carbon footprint by increasing our use of post-consumer recycled (PCR) plastic to a minimum average of 25% across all global plastic packaging by the end of 2025.** This goal aims to reduce plastic pollution and improve our packaging’s carbon footprint by creating value in a second life for packaging materials after they have served their original purpose. In 2024, we enhanced our contributions to PCR plastic content across many of our brands, raising PCR usage to an average of over 22.9% across our plastic packaging. These initiatives added another 8.8 million pounds of recycled plastic content annually to our packaging and drove us toward our 2025 goal.

## Highlights Of 2024 Accomplishments

- In 2024, we continued to increase the level of PCR in our ARM & HAMMER and XTRA liquid laundry products, raising levels on average by 4.2%. This added 4.7 million pounds of PCR and resulted in a year-end run rate of 38% PCR.
- Our OXICLEAN plastic tubs now contain 15% PCR, and we are continuing efforts to source more injection molding PCR resin grades to enable higher levels in the future.
- All PET trigger bottles for our laundry care and household cleaner products now contain at least 50% PCR plastic, which increased our usage of PCR by 1.1 million pounds. Furthermore, bottle weights have been optimized, resulting in a 10% reduction in material across the portfolio. This change equates to an annual reduction of 257,000 pounds of plastic.
- We incorporated 30% PCR plastic content into our THERABREATH rinse bottles manufactured in North America in 2024. This amounted to approximately 2.9 million pounds of food-grade PCR across all bottle sizes.
- In 2024, we added an average of 16% PCR plastic content to our VITAFUSION and LIL’ CRITTERS product packaging portfolio, with our Washington facilities leading the way with a 30% PCR plastic content inclusion of food-grade recycled polyethylene terephthalate (rPET). This increased our PCR usage by 499 tons (998,000 lbs).





## REDUCTION IN VIRGIN PLASTIC

Our goal is to reduce the use of virgin petroleum-based plastic packaging in our global product portfolios by over 30% by the end of 2025, using our 2017 baseline data as a reference. We achieved a reduction of more than 29% by the end of 2024 compared to our original baseline level. This was accomplished through a combination of increased recycled content, weight optimization, and packaging redesign.

## Highlights Of 2024 Accomplishments

- **In 2024, we concluded our multi-year formula concentration efforts involving our ARM & HAMMER and XTRA liquid laundry product portfolio**, which powered sustainability initiatives by reducing, per wash load, the level of water used in our products and the level of plastic used in our packaging. Thanks to these efforts, we have cut, with respect to these products, our plastic usage by approximately 9.1 million pounds, corrugate usage by about 9.4 million pounds, water usage by roughly 148,000 tons, and CO2 emissions by an estimated 11,200 metric tons equivalent from 2022 to 2024. Building on this work, the we reduced our overall reliance on virgin plastic by 870 US tons (1.74 million lbs).
- **We established a new program to create a pathway for additional material savings utilizing the AccuStrength® technology**, which is designed for sustainability by optimizing bottle weight through controlling plastic thickness where it is necessary for strength. Initially introduced on our 105 oz bottles in 2024, this program achieved an overall material weight saving of 10%. We are expanding this initiative to more bottle sizes throughout 2025.
- **We launched our new laundry detergent sheet in 2024, which will significantly improve our 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 721,000 gallons of water, and decreased greenhouse gas emissions by 902 metric tons of CO2 equivalent compared to liquid detergent in bottles.
- **We have achieved lightweighting reductions by designing our THERABREATH rinse bottles sold in North America for sustainability**, saving 576,000 lbs in bottle weight and 66,000 lbs on caps.
- **Operational supply chain material reductions have resulted in significant savings on palletization stretch wrap through the optimization and continuous monitoring of material application technology for “smart” wrapping in distribution.** We have reduced our in-house manufacturing plants’ use of stretch wrap by 29.5%, equating to 123,500 lbs (62 tons) of plastic, and a further 4,500 lbs on paper cores for the delivery of stretch wrap. This effort has saved 39 million gallons of water in the material manufacturing of the incoming film and decreased our carbon impact by 167 metric tons CO2e.
- **Our redesign of the OXICLEAN gel stick for stain removal, using lighter components, has achieved a 51g reduction in plastic per container**, resulting in a saving of 675,000 lbs of virgin plastic annually. This redesign is more user-friendly and maintains the same product performance as before. It has also enabled us to transition from a non-recyclable mixed material pack to a widely recyclable solution.

## ELIMINATION OF PVC

Our goal is to ensure that all non-pharma product packaging is free from polyvinyl chloride (PVC) including timely elimination from newly acquired products.

### Highlights Of 2024 Accomplishments

- We eliminated the use of PVC from the production of THERABREATH, Graval™ and Ovol™ brand products at our Montreal facility by transitioning our shrink bank specifications for caps to cPET.
- We transitioned the packaging for our THERABREATH Chewing Gum products from PVC to an all- high density polyethylene (HDPE) blister system. This change reflects our commitment to using a more recyclable materials and eliminating a problematic plastic resin without compromising the consumer experience or product performance.

### Paperboard Sourcing

Our goal is to source all paper and board packaging from certified sustainably managed forests and/or 100% recycled content materials, including all future product acquisitions.

In 2024, we achieved a certified sustainable board of 98.6%. This number was slightly down from the previous year due to supply sourcing from China for our WATERPIK operation, but measures are in place to find supply chain partners to meet this goal. We direct all new supplier partners to comply with our certified paperboard goals.

### Highlights Of 2024 Accomplishments

- Work is in progress across our Flawless and Hero brands to convert to Sustainable Forestry Initiative Inc. ® (SFI®) and Forest Stewardship Council (FSC) sourced materials. Our Hero cartons have already been converted to FSC, with shippers and displays to follow.





2024

SUSTAINABILITY  
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