





TOGETHER WE HAVE THE POWER TO WIN



OUR BRANDS

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.

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 2022, our brand teams expanded the positive impact we have on our communities and the planet by supporting meaningful social and environmental causes.



Arm & Hammer Baking Soda, is Now 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 2022 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 three project areas globally: electric rail systems and solar water heating in India, the preservation of grasslands in Colorado and forest protection and sustainable development activities in Colombia.

In addition, the ARM & HAMMER brand team partnered with environmental sustainability advocates who help to inform future actions for the brand and drive awareness of the brand's carbon neutral commitment. These advocates communicated our Sustainability efforts so consumers can feel empowered to partake in change alongside the ARM & HAMMER brand team. These efforts drove great results with over 205 million impressions across YouTube and TikTok.

To fortify the brand team's commitment and to encourage consumers to show their support for climate action with the simple click of a button, the ARM & HAMMER brand team donated \$50,000 to Project Drawdown, an organization focused on helping the world reach "drawdown" levels of greenhouse gases to stop global warming.



ARM & HAMMER Laundry Proudly Supports Dress for Success for a Second Consecutive Year.

Building off a successful 2021 partnership, the ARM & HAMMER Laundry team continued its support for Dress for Success by sponsoring the "Your Hour, Her Power" campaign in March 2022 to empower women and lighten their load and the "Virtual Power Walk" in August 2022, which encouraged people around the globe to walk in solidarity to empower women to achieve economic independence. Donating \$100,000 in total in 2022, the support came at a crucial time when women were struggling to re-enter the workforce after the number of employed women declined by 54 million during the first year of the COVID-19 pandemic.

Your Hour, Her Power

To support Women's History Month and International Women's Day, the ARM & HAMMER Laundry team donated \$50,000 to the "Your Hour, Her Power" campaign and encouraged people to participate by donating the equivalent of one hour of pay to help women re-enter the workforce. 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. The ARM & HAMMER Laundry team led public relations efforts to drive awareness and engagement in the campaign, generating over 75 million impressions with coverage in 103 publications and Instagram posts from powerful, diverse women influencers.

Virtual Power Walk

The ARM & HAMMER Laundry team was the presenting sponsor of the 2022 Virtual Power Walk and donated an additional \$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. Every dollar raised through the Virtual Power Walk was distributed to provide a network of support, professional attire and the necessary development tools to help women thrive in work and in life. The Virtual Power Walk generated over 110 million impressions for ARM & HAMMER Laundry Detergent and Dress for Success across 171 publications and social media.

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

"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®







vitafusion*

Our VITAFUSION brand team celebrated the 6th 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 2022, we planted 25,119 trees and 35 fruiting shrubs in Watts, California, Randall's Island, New York and Uganda. As of 2022, we have planted over 225,000 trees 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 4 million pounds of oxygen and 1.1 million pounds of fruit annually once those 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.





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 with education and awareness through reputable cause marketing partnerships.

In 2022, 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 reestablish 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, as well as BMMA's first in-person Health Conference in September.
 - Every Mother Counts: In honor of International Day of the Midwife and Mother's Day, the FIRST RESPONSE brand team joined Every Mother Counts (EMC) to raise money to help support equitable maternal health for all. The team also sponsored EMC's Giving Tuesday campaign by matching donations to support women having access to quality, respectful and equitable healthcare.



TROJAN®

Our Trojan Brand 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 2022, 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.
- Hosted a World Aids Day Instagram Live on December 1st with notable leaders and advocates to engage our social community in the fight against HIV, to show support for people living with HIV and to commemorate those who have died from AIDS related illness.
- 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.
- Sponsored a GAIA Global Health event in September. GAIA Global Health's mission is to improve health outcomes in underserved African communities.
- 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. The TROJAN brand team and other employees from across Church & Dwight volunteered to help on race day and hand out product from the TROJAN, ARM & HAMMER, OXICLEAN, VITAFUSION and BATISTE brands and more to participants and supporters.
- Donated vibrators to health organizations across the country to further our mission of sexual health education.





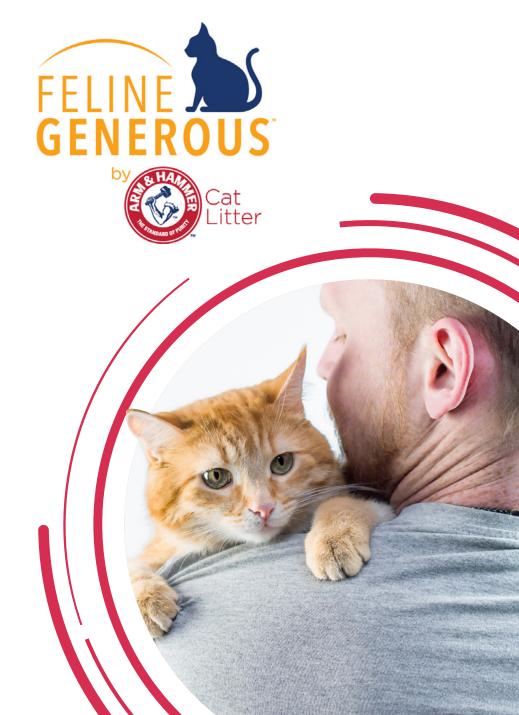
The Oxiclean Brand Team Launched a Campaign Focused on The Sustainable Behavior Of Preserving the Clothes You Love.

To drive awareness of the thrifting trend, the OXICLEAN brand team partnered with celebrity stylist Maeve Reilly and Swap Society, an online clothing swap for women and kids that makes it easy and affordable to trade-in the clothes you've fallen out of love with for new-to-you, gently used items. Swap Society's goal is to make sustainable fashion accessible to all and make refreshing your wardrobe easier than ever.

Thrifting is a growing trend - according to the Global Data Consumer Survey, 33 million consumers bought secondhand apparel for the first time during the COVID-19 pandemic, a channel growing 21x faster than the retail apparel market. It is estimated 70% of clothing and shoes end up in a landfill, making thrifting a simple way for young consumers to be sustainable and minimize their environmental impact. OXICLEAN products make it easy and cost-effective to preserve and maintain our consumers' wardrobe longer, helping their clothes look like new, whether reviving existing staples in their closet or refreshing second-hand purchases or hand-me-downs.

The ARM & HAMMER Pet Care brand team is passionate about pet adoption. In 2022, 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.
- Our 2nd annual partnership with the ASPCA in June in honor of National Adopt A Shelter Cat Month to highlight cat fostering, through our "Fabulous Fosters Giveaway." After receiving over 4,000 votes, all four contestants won an ARM & HAMMER New Cat Starter Kit and our grand prize winner also won a year's supply of ARM & HAMMER litter upon adoption!
- Our 4th annual partnership with Morris Animal Refuge, one of America's first institutions that cared for and rehomed abandoned and suffering animals.
 The ARM & HAMMER Feline Generous program sponsored their annual Fur Ball event and Giving Tuesday campaign, helping to encourage donation matching for their shelter through the ARM & HAMMER brand team's donation of \$17,500.
- In honor of National Cat Day on October 29th, the brand team launched its "Happily Furever After" Sweepstakes to give cat parents an opportunity to give back to the shelter where they adopted their purrfectly impurrfect cat. After receiving over 5,500 entries, five winning shelters were awarded a total of \$50,000, and each entrant won a year supply of ARM & HAMMER litter. The winners included cat parents of Elvis, who has Cerebellar Hypoplasia (CH), a development condition that affects balance and motor skills.
- Continuing our tradition of donating litter to shelters around the country through our plant network, providing over 1,000,000 pounds in 2022.





The ARM & HAMMER Brand Team Sponsored Stem Competition Odyssey of the Mind™.

In 2022, we continued our partnership with Odyssey of the Mind™, an international STEM competition where students in kindergarten through college work together to solve creative problems at the regional, state and world level.

For over 170 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 the ARM & HAMMER baking soda.

In 2022, our ARM & HAMMER brand team's continued support of Odyssey of the Mind and STEM 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 STEM education.
- Sharing virtual content at Odyssey of the Mind™ World Finals in May 2022 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 2023!





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.

The Specialty Hair Care 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 Leading Nonprofit, Active Minds, to Uplift Young Adults on College Campuses

In 2022, the BATISTE brand team kicked off an ongoing 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 \$20,000 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 percent
- Amplify student networks and increase funding for new Chapters
- Provide scholarships and tailored technical assistance for students

This investment is just the beginning of an ongoing partnership between the BATISTE brand team and Active Minds, as future commitments from the team will be announced in 2023. The ongoing partnership will continue to shine a light on the lasting, positive impact that peer-to-peer connection has on mental health and work to cultivate and grow Active Mind's chapter networks on college campuses.





ARM & HAMMER and XTRA Laundry Detergents Launch Concentrated Formula Liquid Detergents to Accelerate Sustainability Efforts.

Launched in 2022, ARM & HAMMER and XTRA Laundry's concentrated liquid detergents are formulated with less water and smaller packaging, reducing plastic and water used per load. This reduced plastic usage by approximately 4 million pounds, corrugate usage by approximately 3 million pounds and water usage by approximately 68,000 tons. The smaller, lighter product has also resulted in fewer trucks required to transport product, resulting in a reduction of CO2 emissions by nearly 2,800 metric tons. See **Environment & Climate Change, Products** and **Packaging** for further details.*

Church & Dwight Honored by the U.S. Environmental Protection Agency's 2022 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. See **Products** for further details.





*Estimates use actual number of concentrated units sold in 2022 as compared to impact of pre-concentration efforts using same number of units sold. Emissions reduction estimates calculated utilizing truckload equivalents.

