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# OUR BRANDS

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.

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 2025, our brand teams expanded the positive impact we have on our communities and the planet by supporting meaningful social and environmental causes.



## Impact Examples

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

In 2025, we continued our partnership with Odyssey of the Mind™, an international science, technology, engineering, arts, and mathematics (STEAM) competition in which students in kindergarten through college work together to solve creative problems at the regional, state, and global levels.

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 2025, 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 2025 at Michigan State 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 2026.

# REACH FOR THE STARS



### THE ARM & HAMMER BAKING SODA BRAND TEAM PROUDLY LAUNCHED THE 2<sup>ND</sup> ANNUAL ARM & HAMMER BAKING SODA ROCKET DAY

In October, we celebrated the second ARM & HAMMER Baking Soda Rocket Day, and it was a phenomenal success! Over 200,000 students across more than 278 schools nationwide participated in this historic day, launching more than 6,540 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.

The 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. Everyone who participated made this day so special. Their enthusiasm and engagement were the fuel that made this event soar.



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## THE ARM & HAMMER BAKING SODA BRAND TEAM PROUDLY SUPPORTED 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 444 million impressions in 2025 and will continue in 2026.





**MORE  
POWER  
TO YOU™**



**THE ARM & HAMMER LAUNDRY TEAM PROUDLY SUPPORTED DRESS FOR SUCCESS FOR A FIFTH CONSECUTIVE YEAR**

To enhance brand affinity, the ARM & HAMMER Laundry team continued its partnership with Dress for Success to support women's empowerment, donating \$100,000 in total in 2025. The Laundry team sponsored the "Power Hitter Fireside Chat" campaign in March and sponsored Dress for Success' "Women Who Inspire Luncheon" in September, featuring keynote speaker, makeup artist, and founder of Jones Road Beauty, Bobbi Brown.

Dress for Success is an international nonprofit organization dedicated to celebrating and supporting women, many of whom face underemployment, chronic unemployment, or economic hardship. For these women, Dress for Success provides the resources to succeed during this unprecedented time.



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### POWER HITTERS FIRESIDE CHAT

In celebration of Women’s History Month, in March, Dress for Success and the ARM & HAMMER Laundry team hosted a fireside chat at our headquarters in Ewing, NJ, focused on advancing women’s equality and empowerment in the workplace.

The discussion featured Melissa Martin, our VP of Marketing, Fabric Care, and Michele Meyer-Shipp, CEO of Dress for Success, who shared their leadership journeys and the impact of the Women Who Inspire campaign. The conversation highlighted our commitment to gender equity, professional development, and career advocacy, followed by a Q&A on gender bias and workplace dynamics.

As part of the Women Who Inspire campaign, the ARM & HAMMER Laundry team also sponsored a social post honoring Deneane Stanley, a Dress for Success alumna who has since risen to a C-suite leadership role.

### WOMEN WHO INSPIRE LUNCHEON

In September, the ARM & HAMMER Laundry team deepened its partnership with Dress for Success Worldwide as the presenting sponsor during its annual Women Who Inspire Luncheon for the fifth year.

Founder and CEO of Jones Road Cosmetics, Bobbi Brown, and PIX11 anchor Tamsen Fadal, engaged in a fireside chat where Bobbi shared her story, her role on the board of Dress for Success, and how to feel empowered as a woman in business.



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## LAUNDRY DETERGENT

### THE ARM & HAMMER LAUNDRY TEAM CELEBRATED ITS FOURTH YEAR AS A SKINSAFE™ TRUSTED CHOICE LEADER: LEADING THE WAY IN PROVIDING SAFE AND EFFECTIVE LAUNDRY SOLUTIONS FOR PEOPLE WITH SENSITIVE SKIN

The ARM & HAMMER Laundry team continued to pioneer the laundry category as a SkinSAFE™ Trusted Choice brand, marking its fourth year of certification in 2025. SkinSAFE™, in partnership with the Mayo Clinic, uses over 25 years of clinical skin testing data to help consumers with sensitive skin make safer 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, heavy metals, and ingredient assessments.

The ARM & HAMMER Laundry team proudly featured the SkinSAFE™ seal on our Sensitive Free & Clear, Sensitive Plus Scent, and Deep Clean Free & Clear liquid laundry and Unit Dose packaging, underscoring the team's commitment to rigorous standards to deliver products that consumers with sensitive skin can trust and use with confidence.



MADE FOR SENSITIVE SKIN\*

CERTIFIED

100%

BY SKINSAFE™



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## OUR ARM & HAMMER BABY LIQUID LAUNDRY DETERGENT FEATURES THE SAFER CHOICE SEAL ON PACK

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, our ARM & HAMMER Baby Hypoallergenic Liquid Laundry Detergent prominently features the Safer Choice logo on pack because it is made with ingredients that meet EPA Safer Choice product standards, which means it is safer for people, pets and the planet. The ARM & HAMMER Laundry team is committed to providing consumers with products that contain everything they need and nothing they don't.

## OXICLEAN GELSTICK REDESIGNED FOR SUSTAINABILITY AND SUPERIOR CONSUMER EXPERIENCE

In 2025, we redesigned our OXICLEAN Gel stick stain-fighter applicator to improve sustainability and user experience. The new design replaces non-recyclable components and uses 52% less plastic. It features a 100% recyclable HDPE bottle that contains 30% post-consumer recycled content, and its improved ergonomics ensure controlled, precise gel application. Consumer-driven updates—such as improved scrubbing textures, refined dispensing, and modernized graphics—help the product remain both intuitive and recognizable. This innovative redesign was honored with the Good Design Award 2025 for Packaging, underscoring the brand's commitment to responsible, forward-thinking product development.





## 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 2025, we enhanced brand affinity through reputable cause marketing partnerships. For example, we:

- Supported National Infertility Awareness Week (NIAW) with RESOLVE: In April, the FIRST RESPONSE brand team continued a decades-long partnership with NIAW by sponsoring its National Infertility Awareness Week.
- Continued our commitment to addressing maternal health inequities with the support of a new cause partner, BirthFUND: The FIRST RESPONSE brand team Sponsored BirthFUND's Mother's Day Event to raise funds to expand access to holistic perinatal care and midwifery birth support for women. Additionally, the FIRST RESPONSE brand team joined with BirthFUND for a Giving Tuesday Match Campaign, in which the team matched \$50,000 in donations to BirthFUND, helping to close critical gaps in maternal health in the United States.



# TROJAN<sup>®</sup>

## CONDOMS

As the leading condom brand and a leader in Sexual Wellness, the TROJAN brand team is committed to promoting 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. We do this through various partnerships, including Advocates for Youth's Condom Collective, generous donations to Public Health organizations across the country, and active involvement in the LGBTQ+ community.

In 2025, we:

- Continued our partnership with Advocates for Youth's Condom Collective – a youth-led grassroots movement to make the U.S. a sexually healthy nation – to donate condoms to student-run safe sites in a peer-to-peer program on college campuses. The Condom Collective focuses on 1) providing condom distribution resources to make condoms available to every student who needs them, 2) educating young adults on the value of condoms as a contraceptive, and 3) ensuring access to contraceptives is a right for all.
- Continued our long-standing partnership with the National Coalition of STD Directors (NCSN) by donating 1 million condoms to public health organizations across the country. Together, we refocus attention, resources, and consumer education on condoms as a highly effective form of STD and unintended pregnancy prevention. Through this partnership, we also continue to support the “Condom Connect” Initiative, a partnership between NCSN and the TROJAN Condoms brand team since 2014, that provides free condoms to member health departments and partners to increase access and normalize usage.
- Sponsored a booth experience at Cincinnati Magazine's annual Pride Party, a high-energy, event held the Friday of Cincinnati Pride weekend with live music and giveaways, the TROJAN booth was very welcoming, with a fun bedroom setup (that served as the perfect backdrop for photos!) 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 donation and attendance at the 2025 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 encouraged festivalgoers to embrace their boldness. In addition, in honor of Callen-Lorde's 25th anniversary, the team made a special donation of 25,000 condoms for Callen-Lorde to distribute through their clinic network, helping keep the LGBTQ+ community safe and protected from STDs while enhancing brand affinity.



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## THE ARM & HAMMER PET CARE TEAM REMAINS DEEPLY COMMITTED TO SUPPORTING PET ADOPTION AND IMPROVING THE LIVES OF SHELTER ANIMALS

In 2025, the team advanced its mission to champion providing shelter cats with safe, lifelong homes through its ongoing partnership with the ASPCA and animal shelters nationwide, driving greater awareness for pets in need of loving homes.

Through the Feline Generous program, we reinforced our commitment to rescue organizations by contributing \$145,500 in donations alongside product and material donations, supporting care and adoption efforts for cats across the country.

In June, we celebrated our 5th annual partnership with the ASPCA during National Adopt a Shelter Cat Month. The ARM & HAMMER Cat Litter brand team triple-matched donor gifts dollar for dollar, up to \$75,000, helping provide essential supplies for foster caregivers, food for animals in care, rescue support, and lifesaving veterinary treatment. This initiative successfully enabled the adoption of 333 cats and kittens, exceeding the program goal of 325.

We also continued our 7-year partnership with Morris Animal Refuge, a pioneer in animal welfare dedicated to adoption, education, and compassionate care. Our \$15,000 donation and ongoing Pet of the Week features supported their ongoing efforts to serve as a safe haven for pets and raised awareness of available pets for adoption.

In November, the ARM & HAMMER Pet Care team honored the National Animal Shelter Appreciation Week with a social media giveaway on Instagram, where over 1,000 shelters were nominated by consumers. Ultimately, 3 winning shelters received \$10,000 grants each, for a total of \$30,000 donated to support all their efforts in animal welfare and adoption.





### 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 ingredients, cruelty-free, vegan, and sustainably packaged brands and products. It also highlights brands that give back to our communities and planet.

Several of our brands met the qualifications for the pillars below:

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

\*sku specific

### EXPANDED PARTNERSHIP WITH TERRACYCLE®

In 2025, we continued our partnership with TerraCycle® to recycle plastic pouches, recycling 271,051 ARM & HAMMER and OXICLEAN product pouches since 2018. We also expanded the program in 2021 to include toothpaste tubes, diverting 55,313 tubes from landfill and incineration through our TerraCycle® recycling program.



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# Hero.

## THE HERO BRAND TEAM CONTINUED TO ADVANCE ITS SUSTAINABILITY AGENDA WITH A FOCUS ON PACKAGING, RECYCLABILITY, AND CORPORATE SOCIAL RESPONSIBILITY (CSR)

We adopted the How2Recycle (H2R) labeling system across our existing packaging, with plans to apply the labeling consistently to all new product launches. We also maintained Forest Stewardship Council (FSC) certification for all cartons and continue to actively explore opportunities to further improve the recyclability of our packaging portfolio.

In addition, the HERO brand team reinforced its commitment to social responsibility and enhanced brand affinity by delivering seven culturally relevant campaigns aligned with key cultural moments throughout the year. These included Black History Month, Asian American and Pacific Islander Heritage Month, Pride Month, Juneteenth, Hispanic/Latinx Heritage Month, World Mental Health Day, and Giving Tuesday. Each campaign was supported by donations to relevant nonprofit organizations.

We are proud of the progress made in 2025 and remain committed to building on these efforts as part of our ongoing sustainability and CSR strategy.

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## THE THERABREATH BRAND TEAM REMAINS COMMITTED TO MEETING THE DIVERSE NEEDS OF OUR CONSUMERS

Our line of THERABREATH brand products caters to a personalized approach to oral hygiene, with each product offering specific benefits for a consumer's individual needs. As we innovate, including THERABREATH brand toothpaste in 2025, we remain true to our values, launching three variants that address consumers' top oral care needs, including Healthy Gums, Deep Clean, and Whitening. Our oral care rinses and now our new toothpastes are certified as 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.

## CHURCH & DWIGHT ORAL CARE HYGIENE SQUAD PROUDLY EDUCATES CHILDREN IN UNDERSERVED COMMUNITIES

The Church & Dwight Oral Care Hygiene Squad—consisting of THERABREATH, ARM & HAMMER Toothpaste, ORAJEL, and WATERPIK brand teams—believes that everyone deserves a healthy mouth. For the second consecutive year, the Church & Dwight Hygiene Squad led by the brand teams and dental hygienist educators visited Pre-K and elementary schools in underserved communities to teach young children about the fundamentals of good oral hygiene through fun and interactive activities. In 2025, we reached more than 430 children at five locations with our oral care education program and provided samples of THERABREATH Kids Rinse and ORAJEL Kids Toothpaste for the kids to take home.

