Utilize Consumer-Friendly and Environmentally Responsible Packaging

PACKAGING

OUR GOALS FOR 2025:

- Ensure greater than 95% of global product packaging is recyclable by the end of 2025.
- Ensure all non-pharma product packaging is free of Polyvinyl chloride (PVC), including the 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% versus the 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.

While we did not fully achieve every element of our 2025 packaging goals, we made meaningful progress in areas where solutions were technically feasible, commercially viable, and aligned with product performance and consumer expectations. We remain committed to developing and manufacturing packaging solutions that meet consumer needs while optimizing packaging to reduce costs and improve recyclability across our global brand portfolio. The following pages describe our progress against our 2025 packaging goals and outline our new goals for 2030.

PACKAGING CIRCULARITY AND PLASTIC REDUCTION

In alignment with our broader sustainability goals, and in recognition of the global plastic packaging challenges, we are progressing with our Plastic Packaging Strategy, which aims to reduce the environmental impact of our plastic packaging while maintaining product quality and supporting the ability to derive additional value from materials at the end of a product's life. Our strategy focuses on three main priorities:

1. **Material reduction and substitution:** We seek opportunities to reduce the use of plastic in our packaging or transition to non-plastic alternatives, wherever it is practical and appropriate based on product requirements. Where plastic remains necessary for product protection, safety, and containment, we evaluate opportunities to reduce material weight without compromising performance.
2. **Recyclability and consumer engagement:** To enhance plastic recyclability, we aim to simplify plastic packaging components and provide consumers with clear information to support proper disposal. During product and packaging development, we work to design plastic packaging free of contaminants that could hinder recycling, including, where feasible, transitioning from multi-material structures to single material solutions and eliminating metal components from plastic packaging.
3. **Circularity and recycled content:** We also seek to improve circularity by increasing the use of post-consumer recycled (PCR) plastic in our packaging and by selecting materials that are more compatible with recovery systems and the incorporation of recycled content.

Church & Dwight evaluates packaging materials on a product-by-product basis, considering consumer safety, product performance, cost, and environmental impact. Packaging changes are implemented only where they meet our internal performance standards and consumer expectations. We assess opportunities to increase recyclability and reduce material use where feasible, recognizing that packaging solutions vary by product, market, and available infrastructure.

PACKAGING RECYCLABILITY

2025 presented significant challenges, as changes to material classification frameworks set by industry regulators led to the reclassification of some materials previously verified as recyclable, causing a 2.5% reduction in the overall recyclability of our packaging portfolio. Despite these headwinds, we continued to pursue initiatives to improve recyclability across our global product portfolio, raising overall packaging recyclability from 71% in 2018 to 88.33% in 2025. While we did not achieve our 2025 goal, we aim to continuously improve the recyclability of our packaging going forward.

Delays related to some of our planned major capital infrastructure investments and sourcing constraints also affected progress during the year; however, we included these initiatives in our 2026 plan and expect that they will provide an additional 3.4% improvement toward our commitments. Key drivers include packaging improvements across our THERABREATH and ORAJEL rinse products, as well as trigger bottles in our Laundry and Household Cleaners portfolio.

In 2025, we used approximately 374 million pounds of packaging materials worldwide, a reduction of 23 million pounds from 2024. As a result of improvements achieved through our packaging sustainability project initiatives, approximately 330 million pounds of packaging were designed to be recyclable and to support material recovery within a circular economy.

INCREASED USE OF PCR

Our goal was to increase the 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 aimed to reduce our dependence on virgin plastic and to improve the carbon footprint of our packaging by increasing material circularity at the end of life. However, in 2025, rising material costs reduced the availability and increased the cost of PCR materials, leading to lower PCR content levels during the reporting period. Despite these factors, we achieved an average PCR usage of over 20.73% in our plastic packaging. Although we fell short of our 2025 goal, our efforts added 28.5 million pounds of recycled plastic content annually to our packaging.

Highlights of 2025 Accomplishments

- We increased the level of PCR in caps used in the BATISTE Dry Shampoo core range of products sold in the UK and Europe by 35%, aligning with future Packaging and Packaging Waste Regulations (PPWR) requirements in Europe.
- Prior to the divesture of our VMS business, we increased the use of PCR in the packaging for our VITAFUSION and L'IL CRITTERS products by 20% through the inclusion of food-grade rPET across all SKUs in the portfolio. This increased our use of PCR in the packaging for these products by 1.4 million pounds.
- We phased out the use of non-recyclable acrylonitrile butadiene styrene (ABS) and high-impact polystyrene (HIPS) polymers in packaging for our TOPPIK products in favor of recyclable high-density polyethylene (HDPE) bottles with polypropylene caps. With this change we achieved a 50% reduction in plastic weight and added 30% PCR to all components, which made 128,000 pounds of plastic recyclable and included 38,500 pounds of PCR.

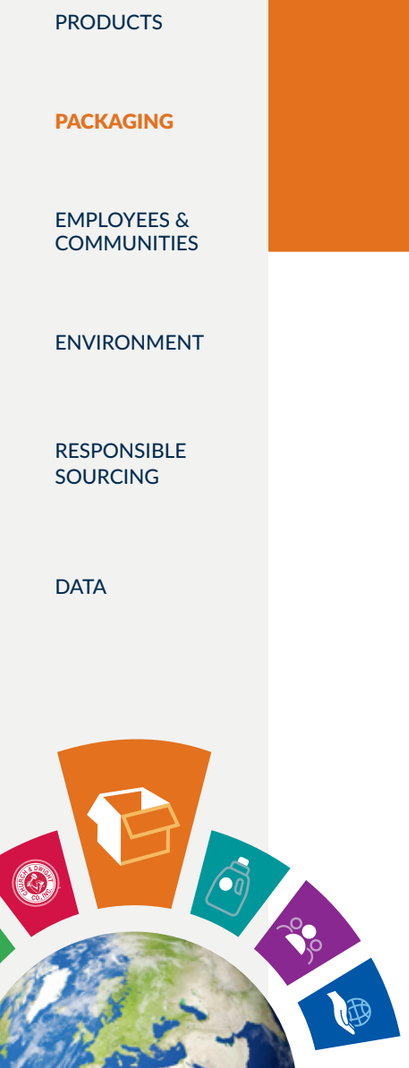
REDUCTION IN VIRGIN PLASTIC

Our goal was to reduce the use of virgin (petroleum-based) plastic packaging in our global product portfolios by over 30% by the end of 2025, using the 2017 baseline data as a reference. We achieved a reduction of 29.9% by the end of 2025 compared to our baseline. This was achieved through increased recycled content, weight reduction, removal of unnecessary material, and packaging redesign.

Since 2017, our business grew from $3.49 billion to $6.2 billion in gross sales (a 1.78-fold increase) and we acquired nine new businesses. Despite that significant growth, these sustainable packaging efforts have allowed us to also cut the total absolute weight of virgin plastic by 13.65 million pounds compared to the 2017 baseline.

Highlights of 2025 Accomplishments

- We continued our HDPE bottle program utilizing the AccuStrength® technology, which is designed for sustainability by reducing bottle weight through controlling plastic thickness where necessary for strength. Initially introduced with our 105oz bottles in 2024, this program has been expanded to more bottle sizes throughout 2025, resulting in a savings of 1.47 million pounds of plastic.
- We expanded our laundry detergent sheet portfolio nationwide, which reduced plastic bottle equivalent usage by 383 tons (766,600 pounds), saved 1,177,900 gallons of water, and cut greenhouse gas emissions by 1,178 metric tons of CO_2 equivalent over traditional detergent bottles and caps. This aligns with our goal to reduce plastic usage by shifting to paper-based packaging. The laundry detergent sheets come in fully recyclable packaging.
- The packaging for our TOPPIK hair fiber products was redesigned for sustainability. The new recyclable packaging reduced plastic use by 128,000 pounds, eliminating 50% of the packaging weight.



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. In 2025, we eliminated PVC from all of packaging for our non-pharma/over-the-counter (OTC) products.

Highlights of 2025 Accomplishments

- Alternatives to PVC have now been qualified and introduced for all packaging formats outside of our OTC products, including all recently acquired brands.
- We qualified PET neckbands to replace PVC neckbands on the packaging for our Gravol™ and Ovol™ brand products.
- We transitioned the packaging of our 8oz and 16oz ORAJEL Rinse bottles from PVC to PET.

PAPERBOARD SOURCING

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

We maintained our use of certified sustainable board in 2025, and nearly all global paperboard packaging comes from sustainably grown forests. We plan to continue this standard practice across all packaging worldwide. As we acquire new businesses, we will ensure all new supply chain partners are directed to comply with our certified paperboard objectives.

Highlights of 2025 Accomplishments

- We transitioned the packaging for all our WATERPIK brand dental flossing products sold within Europe and the United Kingdom to sustainably sourced paperboard in 2025. This further closed the gaps towards 100% compliance with our paperboard sourcing goal.

NEW GLOBAL END-PRODUCT RESPONSIBILITY REGULATIONS

In 2025, global Extended Producer Responsibility (EPR) requirements for packaging advanced considerably, increasing brand owners' financial and operational responsibilities across the entire packaging lifecycle. To comply with these requirements, we improved our data quality and consistency by using streamlined specification templates and harmonized business rules. As a result, over 850 packaging specifications were updated in 2025, supporting precise and defensible EPR reporting, lowering compliance risks, and allowing a greater focus on key sustainability opportunities.

CONSUMER EDUCATION ON PACKAGE RECYCLING

In 2025, we continued using How2Recycle® (H2R) labeling through our partnership with the Sustainable Packaging Coalition. Adoption expanded with the addition of H2R labeling on our ZICAM brand products, leading to the application of over 3,400 How2Recycle® labels across our North American packaging portfolio since joining the program. The ongoing use of How2Recycle labeling remains a top priority for all future product acquisitions to educate consumers on recycling their packaging after product use.

In 2025, we also continued using the "On Pack Recycle Label" program for all products sold in the United Kingdom and continued using recycling labels across our European portfolio. These labeling initiatives support consumer education, promote proper disposal behaviors, and contribute to improved material recovery, thereby advancing the circular economy.

Highlights of 2025 Accomplishments

- Prior to the divesture of our VMS business, we converted all of the polyethylene terephthalate glycol (PETG) shrink sleeves on the bottles for our L'IL CRITTERS and VITAFUSION brand products to crystallized polyethylene terephthalate (cPET) sleeves with wash-off inks. This change reclassified all of these products from Not Recyclable to Widely Recyclable, resulting in an additional 8.7 million pounds of recyclable material during the year.
- Our ARM & HAMMER Clump & Seal Microban cat litter optimized our 14-pound cartons by removing the PET lamination on the pack, creating a widely recyclable material format. This resulted in 39,000 pounds of recyclable cartonboard in 2025. Additional SKUs are targeted for transition in early 2026 for another 1.2 million pounds.

GOAL SETTING FOR THE END OF 2030

As part of the review of our goals, we evaluated our product portfolio against realistic deliverables for the next five years and set new goals accordingly. These are:

1. **Improve packaging design across all existing and acquired packaging to enhance recyclability, support material recovery, and reduce material use where feasible, advancing circularity across the global packaging portfolio (excluding companies acquired after the 2028 deadline).**
   Packaging improvements will be implemented while maintaining consumer safety, product performance, quality standards, and regulatory compliance.
2. **Design new packaging for sustainability, reuse, and recyclability at scale, to ensure that more than 95% of global product packaging is recyclable by the end of 2030.**
   We are maintaining the same 95% goal target, which we were unable to achieve by the original 2025 goal date due to the changing status of materials classified as "Widely Recyclable." The additional time will allow for the investment in operational equipment required to run the new recyclable packaging formats.
3. **Reduce the level of virgin (petroleum-based) plastic packaging used globally by at least 35% and include Post-Consumer Recycled (PCR) plastic at a minimum of 20% average across all global plastic packaging by the end of 2030 compared to baseline 2017 data, excluding companies acquired after the 2028 deadline.**
   The goal will deliver virgin plastic by increasing PCR, using lightweight technology, eliminating plastic, and exploring alternative material solutions. This goal builds on our 2025 goal to reduce virgin plastic by 30% by increasing our plastic reduction by a further 5% across our global portfolio.
4. **Continue to ensure all non-pharma product packaging is free of polyvinyl chloride (PVC), including the timely elimination from newly acquired products.**
5. **Continue to source paper and board packaging from recycled material and/or certified sustainably managed forests, targeting 100% and ensuring compliance for all future product acquisitions.**

These goals support our strategy to design for sustainability and compliance with global regulations, thereby improving overall company-wide profitability (e.g., by reducing potential Extended Producer Responsibility (EPR) fees and compliance penalties).