**Vision:** Advance healthy oral care habits to transform the health of people and reduce impact on our planet

Oral health means more than good teeth; it’s key to our wellbeing. At P&G, we aspire to enable healthier oral care habits that transform the health of people and reduce impact on the planet. Because the world is better for all when more people are healthier, quality of life is better, and the environment is well-protected.

**Healthy Smiles. Healthy Lives. Healthy Planet.** is the platform that guides us on our journey. Together with our suppliers, retailers, consumers and dental professionals, we are unlocking the life-changing power of healthy habits.

**Strategy**

We will focus on five interconnected principles that enable us to make progress:

- **Social impact:** Education on oral care habits and their connection to total health; enabling better access to products and services.
- **Performance:** Design of products and solutions to help all people adopt transformative oral health and better habits.
- **Transparency & safety:** Development of safe and trusted products.
- **Environmental stewardship:** Reduction of our global footprint while inspiring responsible consumption.
- **Leadership & partnership:** Collaboration to improve oral health outcomes around the world.

**Commitments**

**Healthy habits for people**

- Improve access to superior oral care tools and solutions to establish better oral health habits, starting in childhood.
  - **Goal:** Educate and enable 2 billion people to adopt healthy oral care habits by 2030.
- Continue to provide safe products with transparency.
  - **Goal:** Enable consumers to easily access our ingredients and safety principles.

**Healthy habits for the planet**

- Minimize our environmental lifecycle impact, encouraging and enabling responsible consumption habits.
  - **Goal:** Make our packaging 100% recyclable by 2030.
- Reduce our environmental footprint and strive for circular solutions.
  - **Goal:** Reduce our absolute greenhouse gas emissions by 50% across our operations by 2030 and purchase 100% renewable electricity globally.
  - **Goal:** Maintain 100% zero manufacturing waste to landfill across all Oral Care production facilities.
  - **Goal:** Improve our water efficiency by 35% by 2030.
- Secure transparent and responsible sourcing.
  - **Goal:** Partner with our suppliers to confirm responsible sourcing of plant, animal and mineral-derived priority materials by 2030.

**Brand Ambition: Enable healthier habits to transform people’s health**

Both Oral B and Crest strive to enable **everyone** to have a healthy, beautiful smile for life.

Through education and advocacy; access to dental products and services; and innovation that makes the adoption of healthy habits enjoyable, our brands will help us deliver on our goal to **educate and enable 2 billion people to adopt healthy oral care habits in the next 10 years, driving responsible consumption along the way.**
Through the power of collaboration, commitment and continuous improvement, we will partner with our dental community, retailers, suppliers, customers and more to ensure people and the planet thrive, today and for generations to come. Join us on our journey to unlock the life-changing power of healthy habits.

### Healthier Oral Care Habits

**Through our products**
- Oral-B electric brushes improve gum health by removing up to 100% more plaque than regular manual toothbrushes.
  - They help improve brushing habits through educational features, such as a 2-minute timer or gum-pressure sensor.
  - Advanced models enable connection via an app that guides on brushing and provides dental coaching and feedback.
  - Oral-B’s free Disney Magic Timer app helps establish healthy habits by helping 90% of kids brush for longer.
- Crest’s Gum Collection helps to reverse early gum damage.

**Improving access and education**
- We contribute to help people switch to electric toothbrushes – over 114 million people now – through education and partnerships with dental professionals.
- In China, we donated over $2.7 million worth of Crest electric toothbrushes to improve the oral health of Chinese families.
- We collaborate with dental professionals across the globe to help protect oral health during COVID-19 by way of educational articles, videos and livestreaming sessions – specifically reaching over 2 million consumers in China.
- In North America, Oral-B is providing $1 million in donated product and dental care to high-risk individuals through a partnership with Dental Lifeline Network.

### Transparency and Safety

- Oral-B is the No. 1 dentist-recommended toothbrush brand worldwide and is the first electric toothbrush brand to be accepted by the American Dental Association, demonstrating the highest standards of safety and efficacy.
- We publish the principles that guide our efforts on ingredient transparency, our process to ensure product safety, and our commitment to continuous improvement of ingredients and products to better meet consumer preference.
- Our ingredients are easy to find online so people can continue to trust us and our products.
- In the U.S., consumers can find details on Oral-B and Crest ingredients and components through the SmartLabel platform.
- In France, Oral-B PureActiv is our toothpaste with 92% ingredients of natural origin, formulated without artificial colorants or SLS, rated “excellent” with 93/100 by the food and cosmetics scanning app Yuka.

### Design to Reduce Waste

- Oral-B’s Clic manual toothbrush allows for the replacement of brush heads, resulting in 60% less plastic used over two years compared to a regular toothbrush changed every 3 months. Fast Company chose Clic as a winner of its 2020 Innovation by Design Awards in the sustainability category.
- In 2021, we are launching Oral-B Bamboo toothbrushes, responsibly sourced, with 60% plant-based bristles in recyclable packaging.
- We partner with Alliance to End Plastic Waste and Loop to help reduce the impact of plastic waste on our environment.
- In the U.S., we are adding How2Recycle labels on selected product packaging to encourage and inform consumers how to properly recycle our packaging.
- Crest, Oral-B and Blend-a-med are converting to recyclable HDPE toothpaste tubes in the U.S., Canada and Europe and will continue until full conversion by 2025. The innovation enables millions of households to recycle the packaging in existing recycling streams.

### Responsible Manufacturing

- 100% of P&G Oral Care factories send zero manufacturing waste to landfills.
- Our sites in the US and Europe purchase 100% renewable electricity.
- Our newest Oral Care site in Cruzeiro Do Sul, Brazil achieved LEED Silver certification, designing in sustainability across water, energy, and materials.
- We improved energy efficiency across our global Oral Care production sites by nearly 20% since 2010.
- To drive a more circular supply chain, we are actively engaging our leading partners and material suppliers around their own energy, water, waste and emissions.

### Transparent and Responsible Sourcing

- We work with our suppliers, research organizations and third parties during sourcing and manufacturing to protect people and the environment.
- We adhere to P&G’s conflict mineral policies and we expect suppliers to have policies in place and implement a system to trace the origin of tin, tantalum, tungsten, and gold.
- Our external partners, such as World Wildlife Fund (through our parent company, P&G) and Roundtable on Sustainable Biomaterials, guide us on continuously improving our responsible sourcing practices.