

# **Procter & Gamble: Herbal Essences and TerraCycle "Renew the Forest" Partnership to Plant 60,000+ Trees and Donate 20 Benches Made from Recycled Hair Care Packaging to Nature Preserves Maintained by The Nature Conservancy**

Contify Retail News

August 23, 2021 Monday 6:30 AM EST

Copyright 2021 Contify.com All Rights Reserved

**Length:** 1122 words

## **Body**

---

CINCINNATI, Aug. 23 -- Procter & Gamble issued the following news release:

Herbal Essences and international recycling leader, TerraCycle, announce the latest impact of their longtime national recycling program: The installment of 20 benches made from recycled hair care packaging, in three nature preserves maintained by The Nature Conservancy (TNC) and the planting of over 60,000 trees throughout the United States.

In the Spring of 2021, Herbal Essences pledged to plant one tree for every two bottles of select bio:renew shampoo or conditioner purchased at Walmart in the U.S. during the month of April (see full program terms here), with a goal of planting 58,000 trees. Exceeding that goal, 61,329 trees will be planted in the U.S. this fall through TNC's Plant a Billion Trees program, which is a major forest restoration effort with a goal of planting one billion trees across the planet to help curb the effects of climate change.

Further, 20 benches created from recycled hair care packaging will be donated to the Independence Lake Preserve in California, the Edge of Appalachia Preserve System in Ohio, and the Morgan Swamp Preserve in Ohio, encouraging visitors to embrace the outdoors and enjoy nature for years to come.

"Forests around the world are under threat due to impacts of climate change, development and invasive species; in fact, the United States lost 104 million acres of tree cover from 2001 to 2020," said Bill Stanley, State Director for The Nature Conservancy's Ohio chapter. "With the help of partners like Herbal Essences and TerraCycle, and their support of TNC's ongoing Plant a Billion Trees program through the "Renew the Forest" initiative, we are one step closer to tackling this serious planetary problem."

"Plants underpin all life on Earth and tangible renewal is necessary to sustain biodiversity," said Rachel Zipperian, Herbal Essences Senior Scientist. "We are proud to partner with TerraCycle and The Nature Conservancy to carry out business practices that directly enhance natural environments for communities to enjoy."

"Teaming up with environmentally-conscious partners like Herbal Essences and The Nature Conservancy aligns with TerraCycle's philosophy of maximizing our ability to do good," said Tom Szaky, TerraCycle CEO and Founder. "Together, we are making it simple to be a protector of the planet and to help preserve the natural beauty of the environment for future generations."

Consumers can continue to foster a positive impact on the planet by recycling their empties via the Herbal Essences Recycling Program, along with the Herbal Essences Aerosol Recycling Program. The bottles will be saved from landfills and recycled into new products like the preserve benches. Open to any individual, family, school or community group, participation in both programs is free and easy. To learn more about the programs, please visit <http://www.terracycle.com>.

## Procter & Gamble: Herbal Essences and TerraCycle "Renew the Forest" Partnership to Plant 60,000+ Trees and Donate 20 Benches Made from Recycled Hair Care Packag....

### About Herbal Essences

For 50 years, Herbal Essences has been known and loved for its nature-inspired products that leave hair looking, feeling and smelling amazing. We believe in the positive power of nature. We protect diversity in plants and embrace it in people and in our products. We see beauty in all plants, all people and all places. And when we don't see it, we create it. We are committed to real ingredients, inclusively designed products and partnerships with experts and organizations that protect & preserve the planet for all nature lovers. That's why we have ongoing partnerships with the Royal Botanic Gardens, Kew, to certify our real botanicals in Herbal Essences bio:renew products as well as with TerraCycle to offer a national recycling program across the U.S. We're also proud to be PETA cruelty-free.

To learn more about Herbal Essences visit [www.herbalessences.com](http://www.herbalessences.com), or follow us on Instagram: @herbalessences, Facebook: [facebook.com/HerbalEssences](https://facebook.com/HerbalEssences) and Twitter: [twitter.com/HerbalEssences](https://twitter.com/HerbalEssences).

### About The Nature Conservancy

The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters and oceans at an unprecedented scale, providing food and water sustainably and helping make cities more sustainable. Working in 72 countries and territories, we use a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit [www.nature.org](http://www.nature.org) or follow @nature\_press on Twitter.

### About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 20 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

### Additional Quotes:

Mike Hall, Appalachian forest manager for The Nature Conservancy

"The Edge Preserve System has become a popular hiking destination for locals and visitors alike," said Mike Hall, Appalachian forest manager for TNC. "We know the benefits of spending time in nature, both physically and mentally, and the preserve has an abundance of beautiful settings to enjoy. In southern Ohio, tourism is also an integral part of the Adams County economy; the installation of these benches not only enhances the public amenities we can offer, but they complement an ongoing effort to create a great experience for visitors, who help generate jobs, sales and tax revenue in the region."

Christopher Fichtel, Project Director Independence Lake Preserve

"The Nature Conservancy is excited to receive the benches at our Independence Lake Preserve in California," said Christopher Fichtel, Independence Lake Project Director. "The benches will be welcomed by visitors to the Preserve who are there to hike or just to enjoy beautiful Independence Lake."

Source: Procter & Gamble

Procter & Gamble: Herbal Essences and TerraCycle "Renew the Forest" Partnership to Plant 60,000+ Trees  
and Donate 20 Benches Made from Recycled Hair Care Packag....

**Load-Date:** August 24, 2021

---

End of Document

# Molecular recycling technologies to advance Procter &Gamble Packaging goals

Market News Publishing

August 2, 2021 Monday 7:13 AM PST

Copyright 2021 Market News Publishing, Inc. All Rights Reserved.



Length: 879 words

## Body

---

EASTMAN CHEMICAL COMPANY ("EMN-N") PROCTER &GAMBLE COMPANY ("PG-N") - Molecular recycling technologies to advance Procter &Gamble - Packaging goals

Eastman (NYSE: EMN) announced that it has entered an agreement with Procter &Gamble (NYSE: PG) to further accelerate the transformation of plastic packaging and collaborate on recycling solutions to enable a circular economy. P&G will use Eastman Renew materials in select products and packaging, supporting both companies' goals to reduce the use of virgin plastic from fossil resources. Additionally, the companies will collaborate on advocacy initiatives aimed at reducing reliance on virgin plastic and enabling a circular economy for many products people depend on daily. Continue Reading

"Eliminating waste plastic from our environment is a complex global challenge that requires a comprehensive, collaborative approach across the entire plastics lifecycle. P&G is taking a thoughtful approach to addressing the collection, processing, revitalization, and reuse of materials. That's why we selected Eastman's molecular recycling technologies which enable former waste to be transformed into useful products," explained Lee Ellen Drechsler, Procter &Gamble Senior Vice President of R&D.

Eastman Renew materials are made via Eastman's molecular recycling technologies using waste plastic that, without this technology, would end up in landfills. These advanced recycling technologies are a complement to traditional recycling, expanding the types and amounts of plastics that can be recycled. This gives materials an extended useful life and diverts plastic waste from landfills or the environment.

In addition to packaging innovation, P&G and Eastman will collaborate on initiatives addressing the infrastructure needed to increase plastic recycling rates. These efforts will complement the current recycling streams in the United States and enable additional recycling options for consumers eager to help solve the plastic waste problem. The two companies will work to expand the collection of hard-to-recycle plastics, further diverting waste from landfills. These expanded recycling streams will be used to create new materials via Eastman's molecular recycling technologies.

"Eastman is excited to have Procter &Gamble as a partner to put molecular recycling into practice," said Scott Ballard, Eastman's Division President of Plastics. "Together, we can create value from waste and show the world what's possible through innovation. The value created will help drive the critical changes in our recycling infrastructure that are necessary to solve the plastic waste crisis."

Eastman Renew materials are available globally at scale now, enabling companies like Procter &Gamble to deliver circular product and packaging solutions to consumers. P&G is working to integrate Eastman Renew materials into

## Molecular recycling technologies to advance Procter &Gamble Packaging goals

select product packaging later this year. Eastman is constructing one of the world's largest plastic-to-plastic recycling facilities at its Kingsport, Tenn., location, with completion expected in 2022. The molecular recycling facility will consume over 200 million pounds annually of landfill-bound waste plastic in the making of Eastman Renew materials. Visit [eastman.eco](http://eastman.eco) for more information on Eastman's efforts in the circular economy and Eastman Renew materials.

About Eastman Founded in 1920, Eastman is a global specialty materials company that produces a broad range of products found in items people use every day. With the purpose of enhancing the quality of life in a material way, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability. The company's innovation-driven growth model takes advantage of world-class technology platforms, deep customer engagement, and differentiated application development to grow its leading positions in attractive end markets such as transportation, building and construction, and consumables. As a globally inclusive and diverse company, Eastman employs approximately 14,500 people around the world and serves customers in more than 100 countries. The company had 2020 revenues of approximately \$8.5 billion and is headquartered in Kingsport, Tennessee, USA. For more information, visit [eastman.com](http://eastman.com).

About Procter &Gamble P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always(R), Ambi Pur(R), Ariel(R), Bounty(R), Charmin(R), Crest(R), Dawn(R), Downy(R), Fairy(R), Febreze(R), Gain(R), Gillette(R), Head & Shoulders(R), Lenor(R), Olay(R), Oral-B(R), Pampers(R), Pantene(R), SK-II(R), Tide(R), Vicks(R), and Whisper(R). The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands. For other P&G news, visit us at [www.pg.com/news](http://www.pg.com/news).

### Media Contacts:

#### Eastman

Laura Mansfield, APR

[lmansfield@tombras.com](mailto:lmansfield@tombras.com)

+1 (865) 599.9968

#### P&G

Tracey L. Long

[long.tl@pg.com](mailto:long.tl@pg.com)

+1 (513) 983.9629

---

---

---

(c)2021 Market News Publishing Inc. All rights reserved. Toronto:(416)366-8881 Vancouver:(604)689-1101  
Fax:(604)689-1106

**Load-Date:** August 3, 2021

# Fraunhofer, SABIC, and Procter & Gamble join forces in closed-loop recycling pilot project for single-use facemasks

Textile Value Chain

June 17, 2021 6:30 AM EST

Copyright 2021 Textile Value Chain, distributed by Contify.com All Rights Reserved

**Length:** 740 words

## Body

---

\* The Fraunhofer Cluster of Excellence Circular Plastics Economy CCPE and its Institute for Environmental, Safety and Energy Technology UMSICHT have developed an advanced recycling process for used plastics.

\* The pilot project with SABIC and Procter & Gamble serves to demonstrate the feasibility of closed-loop recycling for single-use facemasks.

SITTARD, THE NETHERLANDS - Fraunhofer Institute UMSICHT, SABIC and Procter & Gamble (P&G) today announced their collaboration in an innovative circular economy pilot project which aimed to demonstrate the feasibility of closed-loop recycling of single-use facemasks.

Due to COVID-19, use of billions of disposable facemasks is raising environmental concerns especially when they are thoughtlessly discarded in public spaces, including - parks, open-air venues and beaches. Apart from the challenge of dealing with such huge volumes of essential personal healthcare items in a sustainable way, simply throwing the used masks away for disposal on landfill sites or in incineration plants represents a loss of valuable feedstock for new material.

"Recognizing the challenge, we set out to explore how used facemasks could potentially be returned into the value chain of new facemask production", says Dr. Peter Dziezok, Director R&D Open Innovation at P&G. "But creating a true circular solution from both a sustainable and an economically feasible perspective takes partners. Therefore, we teamed up with Fraunhofer CCPE and Fraunhofer UMSICHT's expert scientists and SABIC's Technology & Innovation specialists to investigate potential solutions."

As part of the pilot, P&G collected used facemasks worn by employees or given to visitors at its manufacturing and research sites in Germany. Although those masks are always disposed of responsibly, there was no ideal route in place to recycle them efficiently. To help demonstrate a potential step change in this scenario, special collection bins were set up, and the collected used masks were sent to Fraunhofer for further processing in a dedicated research pyrolysis plant.

"A single-use medical product such as a face mask has high hygiene requirements, both in terms of disposal and production. Mechanical recycling, would have not done the job", explains Dr. Alexander Hofmann, Head of Department Recycling Management at Fraunhofer UMSICHT. "In our solution, therefore, the masks were first automatically shredded and then thermochemically converted to pyrolysis oil. Pyrolysis breaks the plastic down into molecular fragments under pressure and heat, which will also destroy any residual pollutants or pathogens, such as the Coronavirus. In this way it is possible to produce feedstock for new plastics in virgin quality that can also meet the requirements for medical products", adds Hofmann, who is also Head of Research Department "Advanced Recycling" at Fraunhofer CCPE.

## Fraunhofer, SABIC, and Procter & Gamble join forces in closed-loop recycling pilot project for single-use facemasks

The pyrolysis oil was then sent to SABIC to be used as feedstock for the production of new PP resin. The resins were produced using the widely recognized principle of mass balance to combine the alternative feedstock with fossil-based feedstock in the production process. Mass balance is considered a crucial bridge between today's large scale linear economy and the more sustainable circular economy of the future, which today is operated on a smaller scale but is expected to grow quickly.

"The high-quality circular PP polymer obtained in this pilot clearly demonstrates that closed-loop recycling is achievable through active collaboration of players from across the value chain", emphasizes Mark Vester, Global Circular Economy Leader at SABIC. "The circular material is part of our TRUCIRCLE portfolio, aimed at preventing valuable used plastic from becoming waste and at mitigating the depletion of fossil resources."

Finally, to close the loop, the PP polymer was supplied to P&G, where it was processed into non-woven fibers material. "This pilot project has helped us to assess if the close loop approach could work for hygienic and medical grade plastics", says Hansjorg Reick, P&G Senior Director Open Innovation. "Of course, further work is needed but the results so far have been very encouraging."

The entire closed loop pilot project from facemask collection to production was developed and implemented within only seven months. The transferability of advanced recycling to other feedstocks and chemical products is being further researched at Fraunhofer CCPE.

**Load-Date:** June 18, 2021

---

End of Document

# How Procter & Gamble is Making Its Deodorant Portfolio More Sustainable

waste360.com

March 16, 2021

Copyright 2021 Informa Business Media, Inc. All Rights Reserved

**Length:** 954 words

**Byline:** Stefanie Valentic

## Body

---

Cincinnati-based Procter & Gamble (P&G) is advancing its sustainability efforts with the launch of refillable antiperspirant cases that eliminate single-use plastics for its well-known deodorant brands.

Following a May 2020 successful pilot which included an all-paper, plastic-free solution, the company's Secret and Old Spice brands are now offered with an aluminum-free formulation and in recyclable paper tube packaging made of 90% recycled paperboard, certified by the Forest Stewardship Council (FSC).

The new deodorant tubes feature a "signature push-pop" design that can be placed in a consumer's recycling bin once it reaches the end of its useful life.

"People are craving more eco-friendly personal care products, but they also must be delightful to use, otherwise people will not stick with them long term," said Anitra Marsh, vice president, sustainability, citizenship and communications, P&G Beauty. "That is why our refillable antiperspirant cases are designed to advance the antiperspirant smoothly through the case with a simple twist, much like a lipstick, without being messy."

Marsh told Waste360 about the new packaging design launch and its P&G's work with various partners to end single-use plastic waste.

With Americans being more intentional with their purchasing decisions, what was the process from the time of making the decision to designing the newer packaging options for the deodorants?

Our main focus was working through multiple potential solutions that could help provide sustainable choices to consumers when shopping for personal care products. From there, we moved into a test and learn program, initially launching last year in a limited run to understand how consumers felt about paperboard packaging for their deodorants. Based on the success of that launch, we expanded to nationwide availability. We also chose to roll out refillable antiperspirants as an additional choice for consumers looking to make sustainable choices but want the sweat and odor protection an antiperspirant offers.

Did P&G explore any other packaging materials during the design process? What factors were considered?

We are always considering new packaging options, new materials, new business models, supply chains, and even material availability on our journey to move towards our company goal of 100% recyclable packaging by 2025.



## How Procter & Gamble is Making Its Deodorant Portfolio More Sustainable

Having a test and learn approach allows us to see how consumers like the new packaging before rolling out on a national level.

What kind of consumer research was completed to come to a price point that was comfortable?

Pricing is at the sole discretion of retailers. Still, we firmly believe that in order to allow as many consumers as possible to opt-in for a sustainable choice, it must be affordable. We're proud to have one of the most affordable refills on the market and the only refillable antiperspirant from a mass brand.

What opportunities does the paper-based packaging solution provide to P&G in terms of being able to apply it to other products?

Paperboard packaging for deodorants is available for Secret, Old Spice and Native. We also use paperboard tubes on our antiperspirant refills for Secret and Old Spice.

Can you please explain the sustainability factors of paperboard packaging?

Paperboard is highly recyclable and also widely collected in the United States. Consumers need only crush the paperboard canister and toss it in their recycling bin. Our Paperboard packaging is made with FSC-certified paperboard that is 90% post-consumer recycled paper. Just in case the paperboard tube is not recycled, it can decompose in as little as a few months.

Why is producer responsibility so important when it comes to designing sustainable solutions?

P&G is providing recyclable and reusable products and partnering with leading organizations to increase recycling rates at home and in local communities. About 90% of P&G product packaging is either recyclable, or there are programs in place to create the ability to recycle it. We are working with The Recycling Partnership to make it easier for people to recycle in their community through educational resources and technical assistance and joined Beyond 34 to help increase the baseline 34% recycling rate in the U.S. by improving local recycling systems. The paperboard deodorants are a great example of a product that consumers can easily recycle at home, simply crushing the tube and dropping it into their local recycling bin.

Is P&G part of any consortiums, partnerships or collaborative groups to improve sustainability in consumer goods?

P&G is using our size, scale, and expert partners to help create solutions that help keep waste out of nature. To revolutionize the recycling process, we're working with more than 120 companies on HolyGrail, which uses game-changing digital watermarks embedded in packaging to ensure higher-quality recycling and more accurate and efficient sorting of recyclables. With PureCycle, we're expanding the reuse potential of recycled plastic waste to give it new life. As a founding member of the Alliance to End Plastic Waste, we're working with over 50 companies to end plastic waste in the environment through programs and partnerships.

What does packaging look like for P&G in the next 5-10 years?

By 2030, P&G will offer 100% reusable or recyclable packaging and reduce the virgin petroleum plastic in our packaging by 50% against a 2017 baseline. Since 2010, P&G has avoided the use of more than 200,000 metric tons of packaging and doubled the use of recycled resin in our plastic packaging. We continue to innovate, test

## How Procter & Gamble is Making Its Deodorant Portfolio More Sustainable

options with consumers, and roll out solutions, like these paperboard deodorants and refillable antiperspirants, as broadly as possible.

**Load-Date:** March 16, 2021

---

End of Document

# Eastman molecular recycling technologies to advance Procter & Gamble packaging goals

PR Newswire

August 2, 2021 Monday 8:41 AM EST

Copyright 2021 PR Newswire Association LLC All Rights Reserved

**Length:** 852 words

**Dateline:** KINGSPORT, Tenn. and CINCINNATI, Aug. 2, 2021

## Body

---

PR Newswire

Innovative Eastman Renew materials reduce reliance on virgin plastic packaging

Today Eastman (NYSE: EMN) announced that it has entered an agreement with Procter & Gamble (NYSE: PG) to further accelerate the transformation of plastic packaging and collaborate on recycling solutions to enable a circular economy. P&G will use Eastman Renew materials in select products and packaging, supporting both companies' goals to reduce the use of virgin plastic from fossil resources. Additionally, the companies will collaborate on advocacy initiatives aimed at reducing reliance on virgin plastic and enabling a circular economy for many products people depend on daily.

"Eliminating waste plastic from our environment is a complex global challenge that requires a comprehensive, collaborative approach across the entire plastics lifecycle. P&G is taking a thoughtful approach to addressing the collection, processing, revitalization, and reuse of materials. That's why we selected Eastman's molecular recycling technologies which enable former waste to be transformed into useful products," explained Lee Ellen Drechsler, Procter & Gamble Senior Vice President of R&D.

Eastman Renew materials are made via Eastman's molecular recycling technologies using waste plastic that, without this technology, would end up in landfills. These advanced recycling technologies are a complement to traditional recycling, expanding the types and amounts of plastics that can be recycled. This gives materials an extended useful life and diverts plastic waste from landfills or the environment.

In addition to packaging innovation, P&G and Eastman will collaborate on initiatives addressing the infrastructure needed to increase plastic recycling rates. These efforts will complement the current recycling streams in the United States and enable additional recycling options for consumers eager to help solve the plastic waste problem. The two companies will work to expand the collection of hard-to-recycle plastics, further diverting waste from landfills. These expanded recycling streams will be used to create new materials via Eastman's molecular recycling technologies.

"Eastman is excited to have Procter & Gamble as a partner to put molecular recycling into practice," said Scott Ballard, Eastman's Division President of Plastics. "Together, we can create value from waste and show the world what's possible through innovation. The value created will help drive the critical changes in our recycling infrastructure that are necessary to solve the plastic waste crisis."

Eastman Renew materials are available globally at scale now, enabling companies like Procter & Gamble to deliver circular product and packaging solutions to consumers. P&G is working to integrate Eastman Renew materials into select product packaging later this year. Eastman is constructing one of the world's largest plastic-to-plastic recycling facilities at its Kingsport, Tenn., location, with completion expected in 2022. The molecular recycling

## Eastman molecular recycling technologies to advance Procter & Gamble packaging goals

facility will consume over 200 million pounds annually of landfill-bound waste plastic in the making of Eastman Renew materials. Visit [eastman.ecofor](http://eastman.ecofor) for more information on Eastman's efforts in the circular economy and Eastman Renew materials.

About Eastman Founded in 1920, Eastman is a global specialty materials company that produces a broad range of products found in items people use every day. With the purpose of enhancing the quality of life in a material way, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability. The company's innovation-driven growth model takes advantage of world-class technology platforms, deep customer engagement, and differentiated application development to grow its leading positions in attractive end markets such as transportation, building and construction, and consumables. As a globally inclusive and diverse company, Eastman employs approximately 14,500 people around the world and serves customers in more than 100 countries. The company had 2020 revenues of approximately \$8.5 billion and is headquartered in Kingsport, Tennessee, USA. For more information, visit [eastman.com](http://eastman.com).

About Procter & Gamble P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands. For other P&G news, visit us at <http://www.pg.com/news>.

### Media Contacts:

Eastman Laura Mansfield, APR

[lmansfield@tombras.com](mailto:lmansfield@tombras.com)

+1 (865) 599.9968

P&G Tracey L. Long

[long.tl@pg.com](mailto:long.tl@pg.com)

+1 (513) 983.9629

View original content to download multimedia: <https://www.prnewswire.com/news-releases/eastman-molecular-recycling-technologies-to-advance-procter--gamble-packaging-goals-301345520.html>

SOURCE Eastman

**Load-Date:** August 2, 2021

# PROCTER & GAMBLE LAUNCHES CAMPAIGN TO RECYCLE OLDER FEBREZE PLUG-IN PRODUCT

MENAFN - Press Releases (English)

April 12, 2021 Monday

Copyright 2021 MENAFN.COM All Rights Reserved



**Length:** 410 words

## Body

---

[Link to Image](#)

[Link to Story](#)

### FEBREZE FREE PLUG-IN "DIGITAL" OFFER UTILIZING BARCODE BUCKS

Shoppers who trade in their old Plug-In are invited to download BARCODE BUCKS™ digital reward loaded with a FREE new Febreze Plug-in Air Freshener offer.

AVENTURA, FLORIDA, UNITED STATES, April 12, 2021 /EINPresswire.com / -- Utilizing in-store displays and digital media, Procter & Gamble is inviting shoppers to download BARCODE BUCKS™ digital rewards directly onto their mobile phones. After scanning the digital reward at the store checkout, the consumer receives a FREE new Febreze Plug-in Air Freshener (value \$2.94) when they trade-in an old Plug-in. This achieves the marketer's intention to incentivize trial of new product packaging while at the same time encouraging recycling of older used product. The offer is running this April 2021.

BARCODE BUCKS, a new digital eReward, is a marketing tool recently introduced by TPG Rewards, redeemable at stores only for the specific product SKU(s) designated by the brand. Once scanned via the store's POS system, the reward value is immediately subtracted on the store receipt.

Benefits of BARCODE BUCKS for Procter & Gamble:

- Provides sampling opportunity for newly designed product
- Rewards current brand users and encourages further brand loyalty
- Recycling requirement supports retailer efforts to foster product sustainability
- Digital offers are delivered directly to consumers' phones
- Prevents fraud - eRewards are programmed for single use and can't be duplicated
- Purchases are trackable and allow for capture of consumer information

About TPG Rewards:

TPG Rewards is an established marketing technology company that develops loyalty and promotional programs for some of the nation's largest consumer packaged goods brands, as well as for companies in other categories. In

## PROCTER & GAMBLE LAUNCHES CAMPAIGN TO RECYCLE OLDER FEBREZE PLUG-IN PRODUCT

addition to BARCODE BUCKS digital eRewards offers, TPG has pioneered innovations such as a Digital Receipt Validation System®, with response time in less than 12 minutes, and TAP - Touchless Engagement™ including dual-purpose NFC chips to create intelligent packaging.

Brands engage TPG for their vast capabilities ranging from marketing analysis, concept ideation, program execution, legal compliance, proprietary consumer rewards, and their meticulous attention to customer service.

See what else TPG has to offer by visiting their digital Tool Kit, Promotion for a New Era .

John Galinos

TPG Rewards, Inc.

MENAFN12042021003118003196ID1101905459

**Load-Date:** July 28, 2021

---

End of Document

# INTERNATIONAL PATENT: THE PROCTER & GAMBLE COMPANY FILES APPLICATION FOR "RECYCLING BIN MANAGEMENT COMPUTING SYSTEM AND METHODS THEREOF"

US Fed News

July 17, 2021 Saturday 3:25 AM EST

Copyright 2021 HT Media Ltd. All Rights Reserved

**Length:** 224 words

**Dateline:** GENEVA

## Body

---

GENEVA, July 17 --

THE PROCTER & GAMBLE COMPANY ( One Procter & Gamble Plaza Cincinnati, Ohio 45202 ) filed a patent application (PCT/US2021/012569) for " RECYCLING BIN MANAGEMENT COMPUTING SYSTEM AND METHODS THEREOF " on Jan 08, 2021. With publication no. WO / 2021/142179 , the details related to the patent application was published on Jul 15, 2021. Notably, the patent application was submitted under the International Patent Classification (IPC) system, which is managed by the World Intellectual Property Organization (WIPO). Inventor(s): HADDOUCH, Hassna ( Procter & Gamble International Operations SA47, Route De Saint-GeorgesPetit-Lancy1213 Geneva ), RUZZI, Fabio ( Procter & Gamble International Operations SA47, Route De Saint-GeorgesPetit-Lancy1213 Geneva ) Abstract: Systems and methods for recycling bin management are provided. Users can make reservations to deposit waste at a recycling bin. Access to a hopper of the recycling bin can be regulated by an electronic locking system. Upon confirmation of the user's reservation, the recycling bin can be unlocked to allow the user to deposit waste into the hopper. For more information:

<https://patentscope.wipo.int/search/en/detail.jsf?docId= WO 2021142179> For any query with respect to this article or any other content requirement, please contact Editor at [contentservices@htlive.com](mailto:contentservices@htlive.com)

**Load-Date:** July 18, 2021

---

End of Document

# INTERNATIONAL PATENT: THE PROCTER & GAMBLE COMPANY FILES APPLICATION FOR "RECYCLING OF SUPERABSORBENT POLYMER WITH AN EXTENSIONAL FLOW DEVICE"

US Fed News

December 28, 2021 Tuesday 3:48 AM EST

Copyright 2021 HT Media Ltd. All Rights Reserved

**Length:** 231 words

**Dateline:** GENEVA

## Body

---

GENEVA, Dec. 28 -- THE PROCTER & GAMBLE COMPANY (One Procter & Gamble PlazaGlobal IP ServicesCincinnati, Ohio 45202) filed a patent application (PCT/US2021/037188) for "RECYCLING OF SUPERABSORBENT POLYMER WITH AN EXTENSIONAL FLOW DEVICE" on Jun 14, 2021. With publication no. WO/2021/257432, the details related to the patent application was published on Dec 23, 2021.

Notably, the patent application was submitted under the International Patent Classification (IPC) system, which is managed by the World Intellectual Property Organization (WIPO). Inventor(s): COLLIAS, Dimitris Ioannis (One Procter & Gamble PlazaCincinnati, Ohio 45202), MCDANIEL, John Andrew (One Procter & Gamble PlazaCincinnati, Ohio 45202), GILBERTSON, Gary Wayne (One Procter & Gamble PlazaCincinnati, Ohio 45202), JAMES, Martin Ian (One Procter & Gamble PlazaCincinnati, Ohio 45202), SIMONYAN, Arsen Arsenov (Sulzbacher Strasse 4065824 Schwalbach Am Taunus) Abstract: Poly(acrylic acid)-based superabsorbent polymer (SAP) in a feed stream is converted into poly(acrylic acid) (PAA) in an extensional flow device. The total energy used to degrade the SAP into PAA is less than about 50 MJ/kg SAP. For more information:<https://patentscope.wipo.int/search/en/detail.jsf?docId=WO2021257432> For any query with respect to this article or any other content requirement, please contact Editor at [contentservices@htlive.com](mailto:contentservices@htlive.com)

**Load-Date:** December 27, 2021

---

End of Document



# Procter & Gamble partners with EcoMatcher to leverage blockchain technology in tree planting

BusinessWorld

September 6, 2021 Monday

Copyright 2021 BusinessWorld Publishing Corporation All Rights Reserved

**Section:** Pg. S2/4

**Length:** 508 words

## Body

---

Procter & Gamble Philippines (P&G) further strengthened its commitment to the environment with its partnership with technology platform EcoMatcher. This partnership with EcoMatcher is part of “Forests for Good,” P&G’s campaign to actively protect nature by planting trees that help improve local ecosystems.

Forests for Good is part of the company’s global sustainability goals, dubbed Ambition 2030, to make responsible consumption possible by 2030. One of its goals is to be carbon neutral for the decade, so it is actively reducing its greenhouse gas (GHG) emissions across its manufacturing sites globally. Locally, the P&G Cabuyao plant is already powered by 100% renewable electricity and has already reduced more than 80% of their greenhouse gas emissions.

“Environmental sustainability is built into our P&G business strategy. Our promise will always be to delight consumers, customers, and communities with superior products while conserving and protecting the environment at the same time,” says Raffy Fajardo, P&G Philippines President and General Manager.

P&G will be launching 12 pilot programs in 12 months across the Asia Pacific, Middle East, and Africa regionS. This program allows to see progress virtually through an advanced technology hub. Using blockchain technology ensures accountability, traceability and scalability in sustainability, which are all critical, and in line with P&G’s mission to ensure sustainable growth and accountability. In the Philippines, P&G is piloting the tree-planting activities in the Sierra Madre Mountain Range.

“The United Nations actually mentioned that this is the decade of action. One of the things that can be done to address the climate crisis is by massively planting trees. But tree planting needs to be done in a proper way. You need to plant the right trees at the right time and at the right place,” says Bas Fransen, chief executive officer and founder of Ecomatcher.

Programs like Forests for Good are critical in making a meaningful impact on climate, which is a priority impact area for P&G together with the areas of waste and water.

P&G has committed to smarter packaging solutions and circularity to prevent waste from ending up in nature or landfills. All P&G plants globally are now zero manufacturing waste to landfill. With a focus on finding solutions for post-consumer waste, it locally launched sustainable packaging innovations with the Herbal Essences bio:renew bottles, which are made from 25% post-consumer resin or recycled plastic. In partnership with World Vision, the company has also recovered and upcycled 3.2 million sachets into thousands of school chairs for public schools.

Fostering equality and inclusion, supporting our communities and protecting the planet are embedded in how P&G does business. The company is also grounded on a belief that it has a responsibility to make the world better through the products it creates and the positive impact the company and its brands can have.

Procter & Gamble partners with EcoMatcher to leverage blockchain technology in tree planting

For more information, visit <https://us.pg.com/environmental-sustainability>.

**Load-Date:** September 6, 2021

---

End of Document

# Procter & Gamble: Tide Reinvents Clean on Journey to Decarbonize Laundry with Efforts to Turn Consumers to Cold, Explore Carbon Capture and Reduce Virgin Plastic

Contify Retail News

March 18, 2021 Thursday 6:30 AM EST

Copyright 2021 Contify.com All Rights Reserved

**Length:** 1403 words

## Body

---

CINCINNATI, March 18 -- Procter & Gamble issued the following news release:

- Brand announces 2030 Ambition goals centered around people and planet, supporting mission for every load of laundry to do a load of good

Tide, America's #1 trusted laundry detergent brand<sup>1</sup>, announced today its 2030 Ambition, a set of broad-reaching sustainability and purpose-driven commitments, spanning Tide's full United States and Canadian supply chain and community initiatives.

Tide is reinventing clean on its journey to decarbonize laundry at every step- from design, manufacturing and distribution to consumer use and end of life. To make this goal a reality, the brand will focus on key areas. In 2020, Tide reduced absolute greenhouse gas (GHG) emissions in its direct manufacturing by more than 75% annually versus a decade ago and has set a new goal to cut GHG emissions in half at its direct manufacturing plants by 2030.

With over two-thirds of all GHG emissions in the laundry lifecycle resulting from the consumer use phase, Tide is focusing its efforts on minimizing energy use in the wash cycle. To this end, Tide is launching a significant educational campaign in spring 2021 to convince North American consumers to shift to cold water washing. The goal for three out of four loads of laundry in the United States and Canada to be washed in cold instead of hot by 2030 has the potential to reduce GHG emissions by 4.25 million metric tons (MT), which is equal to removing about one million cars from the road for a year. Over the decade (2020-2030), the total impact of this action would be a cumulative 27 million MT reduction in CO<sub>2</sub>.

Also, within the decade the brand will expand its Tide Loads of Hope program tenfold, providing clean clothes to millions of people in times of need, with a focus on communities most impacted by climate change as natural disasters continue to worsen.

Tide's Ambition announcement builds on parent company Procter & Gamble's own Ambition and stated path to climate neutrality, predicated on the belief that the next decade represents a critical window to accelerate climate action, with no time to waste.

"The climate emergency we face needs urgent action from everyone. Today, Tide announces a series of goals to decrease its carbon footprint across its full value chain" said Shailesh Jejurikar, Chief Executive Officer, Fabric and Home Care, Procter & Gamble. "Tide's ambition is to make cold water washing the industry standard. Over two thirds of the emissions in the laundry lifecycle come from washing clothes at home. Switching from hot to cold water reduces energy use by up to 90% and can save Americans up to \$150 a year. Today we're building on Tide's 75 years of innovation to make every Tide load of laundry do a load of good."

## Procter & Gamble: Tide Reinvents Clean on Journey to Decarbonize Laundry with Efforts to Turn Consumers to Cold, Explore Carbon Capture and Reduce Virgin Plasti....

### Better for Planet

Tide's journey to decarbonize laundry includes a goal to reduce GHG emissions across the entire laundry lifecycle.

Today, Tide manufacturing plants use 100% renewable electricity. Tide will advance its GHG emissions reduction goal through a pilot development project with Opus12, a Silicon Valley start-up at the forefront of carbon transformation, to explore the company's carbon capture and utilization technology to incorporate CO2 Made™ ingredients in the manufacturing of Tide.

Tide will also zero in on an ambitious long-term mission to make cold water washing the industry standard in the U.S. and Canada, compared to today's baseline, which sees on average less than half of laundry loads washed on cold. Switching from hot to cold water reduces energy use in the wash phase by up to 90% and can save U.S. consumers up to \$150 a year.

"Ensuring a sustainable world for future generations requires leading brands to take a comprehensive approach to reducing their environmental impact while also taking action that goes beyond their own footprint," said Sheila Bonini, SVP of Private Sector Engagement World Wildlife Fund. "Brands have a unique opportunity to collaborate and communicate with millions of consumers at home to help educate and motivate people to make simple changes that add up to meaningful change for our planet."

Behavior change at this scale will require significant investment, as well as collaboration across the industry. To advance that goal, Tide will launch a "turn to cold water" consumer education campaign in the coming weeks, showing that the bargain brand in hot can't beat Tide in cold and educating consumers on how cold water wash saves money and energy.

To advance this campaign, Tide is kicking off a multi-year partnership with the Hanes apparel brand. Hanes will feature a "wash in cold" call-to-action, along with Tide PODS samples and coupons, on packaging to help communicate that consumers can get a superior clean in cold with Tide - even when washing underwear, T-shirts and socks.

"As a company, we're deeply committed to sustainability, and are pursuing ambitious goals that will improve the lives of people, protect the planet and produce sustainable products," said Joe Cavaliere, HanesBrands' group president, global innerwear. "We're proud to have our Hanes brand partner with Tide. Together, we will reach billions of consumers to drive a simple, positive change that will make a significant difference in the environment we all share."

Other actions to reduce the brand's overall carbon footprint by 2030 include reducing use of virgin plastic in packaging by half (vs. 2020 baseline), through light weighting, exploring innovative packaging solutions like Eco-Box, and increasing use of post-consumer recycled content. Currently, Tide bottles use at least 25% post-consumer recycled content. At the same time, Tide has pledged 100% recyclable packaging for all products by 2030.

Tide's focus on environmental footprint goes beyond packaging to the product itself. The safety of Tide formulas as it relates to environmental and human health will remain a top priority, building on Tide's history of going beyond regulatory compliance to ensure ingredient safety and supporting efforts alongside P&G to enact ingredient disclosure policies.

Finding water efficiencies will also be top of mind, as Tide aims to reduce water use at plants by 40% (by 2030 vs. 2010 baseline), while continuously evolving products to use less water in both formula and wash cycle.

Tide's actions today are the latest in its 75-year history devoted to deliver a better clean for people and planet. It's a never-ending journey which, to date, has seen several notable milestones, including a Tide-led coalition to introduce a recycling system for colored plastics in the 1980s, the introduction of low-water Tide Pods and low-sudsing formulas, the innovation of Eco-Box, made with up to 75% less packaging than traditional bottles, and the development of a cold water formula that's been incorporated across the Tide portfolio.

## Procter & Gamble: Tide Reinvents Clean on Journey to Decarbonize Laundry with Efforts to Turn Consumers to Cold, Explore Carbon Capture and Reduce Virgin Plasti....

### Better for People

As Tide looks toward the future for a healthier planet, it remains committed to keeping the communities it serves at the heart of the brand, particularly those affected by climate change.

For fifteen years, Tide Loads of Hope has provided renewed hope and optimism through the basic comfort of clean clothing in the wake of natural disaster. Now, the brand is seeking to build on that history, helping millions of people in times of need by expanding its Tide Loads of Hope program tenfold.

Since 2005, in partnership with Matthew: 25 Ministries, Tide has helped more than 90,000 families across the U.S. through its Tide Loads of Hope program, bringing a free, mobile laundromat to communities affected by natural disasters. In 2020, Tide grew the Loads of Hope program to ease the load of COVID-19 first responders, engaging Tide Cleaners locations to support over 100,000 COVID-19 first responder visits and cleaning nearly two million garments.

For more information about Tide Ambition, visit [www.tide.com/en-us/our-commitment/a-load-of-good](http://www.tide.com/en-us/our-commitment/a-load-of-good).

### About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always, Ambi Pur, Ariel, Bounty, Charmin, Crest, Dawn, Downy, Fairy, Febreze, Gain, Gillette, Head & Shoulders, Lenor, Olay, Oral-B, Pampers, Pantene, SK-II, Tide, Vicks, and Whisper. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

Source: Procter & Gamble

**Load-Date:** March 19, 2021

# Procter & Gamble commissions its first in-house solar plant at Hyderabad site

Business World

April 23, 2021

Copyright 2021 Business World, distributed by Contify.com All Rights Reserved

**Length:** 327 words

**Byline:** BW Online Bureau

## Body

---

The 1MW in-house solar plant will reduce the company's carbon emission by 1030 metric tonnes

Procter & Gamble announced the commissioning of its first in-house solar plant at the company's Hyderabad manufacturing site. This is P&G's first site in India and only the fifth manufacturing site globally to house a solar plant. Spread over 16,000 sq. mt. and comprising of nearly 3000 panels, the in-house solar plant has a capacity of 1MW clean energy production and will reduce P&G's carbon footprint by an estimated 1030 Metric Tonnes annually.

Sachin Sharma, Plant Head - Hyderabad manufacturing site, P&G India said, "At P&G, environmental sustainability is core to our company operations. Increasing our use of renewable electricity and improving energy efficiencies is a critical part of our sustainability journey. Therefore, we are taking a more deliberate approach to develop and adopt more efficient ways to operate. By commissioning our new in-house solar plant, we are making strides to advance progress against these goals."

He further added, "We are committed to reducing our impact and accelerating our progress on sustainability. All our sites in India are Zero Manufacturing Waste to Landfill and in 2020, we achieved 100% recycling of multi-layered plastic waste as part of our extended producers' responsibility. We are committed to reducing our footprint and are striving for more circular approaches in our supply chain. We are building partnerships with external organizations, in India, like Circulate Capital, Alliance to End Plastic Waste, and waste management organizations to find sustainable business solutions. In 2019, we also announced vGROW Environmental Sustainability fund of INR 200 crore to invest in sustainable solutions with partners and suppliers."

The Hyderabad site is P&G's largest manufacturing plant in India focused on producing its fabric care brands Ariel and Tide, personal care brand Gillette and baby care brand Pampers.

**Load-Date:** April 23, 2021

---

End of Document

# INTERNATIONAL PATENT: THE PROCTER & GAMBLE COMPANY FILES APPLICATION FOR "SUSTAINABLE DISPENSING PACKAGE HAVING A LOCKING RING"

US Fed News

September 27, 2021 Monday 6:39 PM EST

Copyright 2021 HT Media Ltd. All Rights Reserved

**Length:** 334 words

**Dateline:** GENEVA

## Body

---

GENEVA, Sept. 27 --

THE PROCTER & GAMBLE COMPANY ( One Procter & Gamble PlazaCincinnati, Ohio 45202 ) filed a patent application (PCT/US2021/022031) for " SUSTAINABLE DISPENSING PACKAGE HAVING A LOCKING RING " on Mar 12, 2021. With publication no. WO / 2021/188365 , the details related to the patent application was published on Sep 23, 2021. Notably, the patent application was submitted under the International Patent Classification (IPC) system, which is managed by the World Intellectual Property Organization (WIPO). Inventor(s): THULIN, Nathaniel, David ( One Procter & Gamble PlazaCincinnati, Ohio 45202 ), CATAUDELLA, Matthew, Corey ( One Procter & Gamble PlazaCincinnati, Ohio 45202 ), MESSENGER, Mitchell, Edwin ( Structural Analysis EngineeringCorporation / Kinetic vision10255 Evendale Commons DriveCincinnati, Ohio 45241 ), GRUBBS, Nathan, Daniel ( Structural Analysis EngineeringCorporation / Kinetic vision10255 Evendale Commons DriveCincinnati, Ohio 45241 ) Abstract: Described herein, dispensing packages for a spreadable personal care product and its respective methods for dispensing a spreadable personal care product. The dispensing package comprises a reusable dispenser, a replaceable cartridge and optionally a top cap.

The reusable dispenser comprises a tubular body and a telescopic actuator. The reusable dispenser comprises a locking ring removably engaged with the tubular body of the reusable dispenser to secure the replaceable cartridge within the tubular body of the reusable dispenser. Alternatively, the locking ring comprises a first indicia, and the tubular body comprises a second indicia such that the first and second indicia together form a final indicia to indicate that the locking ring is locked to the tubular body of the reusable dispenser. For more information:<https://patentscope.wipo.int/search/en/detail.jsf?docId= WO 2021188365> For any query with respect to this article or any other content requirement, please contact Editor at [contentservices@htlive.com](mailto:contentservices@htlive.com)

**Load-Date:** September 27, 2021

---

End of Document

# Emirates Marine Environmental Group, Procter & Gamble launch P&G Dubai Mangrove Forest

Emirates News Agency (WAM)

April 20, 2021 Tuesday

Copyright 2021 Emirates News Agency (WAM) - Emirates News Agency (WAM) Provided by Syndigate Media Inc. All Rights Reserved



Length: 732 words

## Body

---

DUBAI, 20th April, 2021 (WAM) -- Today, Procter & Gamble (P&G) accelerates its commitment to sustainability by unveiling P&G's Dubai Mangrove Forest project planted by the Emirates Marine Environmental Group (EMEG) during a sunset inauguration ceremony. The mangrove forest planted in the Jebel Ali Wildlife Sanctuary marks a decisive action towards earth restoration by creation of a Forest in the desert coastline of the UAE.

Located on the Dubai coastline, the P&G Dubai Mangrove Forest itself will be set in an area comprising of coral reefs, mangroves, seagrass beds and a natural beach. The sanctuary selected for the Forest is a place of global significance, a United Nations protected reserve that is being managed by EMEG and has been included in the Ramsar List of Wetlands of International Importance. The initiative is in line with the Dubai 2040 Urban Master Plan that maps out a comprehensive future map for sustainable urban development in the city.

Major Ali Al Suweidi, President of EMEG, commented, "We are delighted to be announcing this unique initiative together with P&G and EcoMatcher. Nature alone can help us solve up to one-third of climate change. The aim of the Dubai Mangrove Forest is to help balance out Dubai's cosmopolitan impact in agreement with Dubai 2040 Urban Master Plan, which aims to expand green spaces focused on enhancing the population's well-being. Dubai Mangrove Forest will not only be used for foresting but also for animal rescue and species preservation."

Accelerating its commitment to environmental sustainability is a critical component of the P&G's growth strategy and its focus on innovation to improve consumers' lives. The company has aims to commit 2,021 acts of good this year – inspiring people to take action and spread kindness. The campaign builds on P&G's support of the United Nations' Sustainable Development Goals through Lead With Love, an ongoing campaign that touches on issue areas like community impact and environmental sustainability.

Omar Channawi, CEO of P&G Middle East, East & West Africa and General Export Markets, added, "We are very thankful for the support of Major Ali, EMEG and EcoMatcher, and very proud of being able to launch this initiative together. We are thrilled to see P&G's Dubai Mangrove Forest project come to life here in the UAE, our first Forest as part of P&G ForestsforGood Programme. P&G ForestsforGood is something we hope will flourish around the world. P&G has undertaken a large number of initiatives to help protect, improve and restore nature around the world. Regionally, this campaign is focused on helping bring nature back to life, and we felt it particularly significant for the regeneration to take place in the desert. The move aligns with Dubai 2040 Urban Master Plan's mission to double green areas to provide a healthy environment for residents and visitors."



## Emirates Marine Environmental Group, Procter & Gamble launch P&G Dubai Mangrove Forest

The teams will be using this specially designated land next to the sea to plant a mangrove forest. Mangroves are an ideal natural climate solution as they use salt water that they self-filtrate, removing irrigation from the equation and making them ideal for water conservation as well. They are also able to store three to five times more carbon than forests found on land, and also crucial to biodiversity health with three quarters of all tropical fish species being born within mangrove forests. P&G intends to plant new mangroves on the Jebel Ali site and also adopt some mangroves that are older (4 or 5 years old) to maximize the future carbon sequestration and offsetting potential.

P&G has partnered with Hong Kong-based EcoMatcher for the initiative, which will allow it to see progress virtually through its technology platform. Using blockchain technology to ensure traceability, the aim of the program is to offer full transparency with tree-planting projects, allowing each individual to view their trees that have been planted through the EcoMatcher website in line with P&G's mission to ensure sustainable growth and accountability.

The Forest initiative also aligns with the UAE Vision 2021 objectives towards a more sustainable environment and is the latest in a series of innovative ecological initiatives P&G is putting its weight behind as a Force For Good. By 2030, P&G is committed to making a difference on all environmental footprint actions including becoming carbon neutral within this decade.

**Load-Date:** April 20, 2021

---

End of Document

# INTERNATIONAL PATENT: THE REGENTS OF THE UNIVERSITY OF MICHIGAN , THE PROCTER & GAMBLE COMPANY FILES APPLICATION FOR "SUPER ABSORBENT POLYMER RECYCLING TO PRESSURE SENSITIVE ADHESIVES"

US Fed News

March 6, 2021 Saturday 8:57 PM EST

Copyright 2021 HT Media Ltd. All Rights Reserved

**Length:** 384 words

**Dateline:** GENEVA

## Body

---

GENEVA, March 6 --

THE REGENTS OF THE UNIVERSITY OF MICHIGAN ( Office of Technology Transfer1600 Huron Parkway 2nd FloorAnn Arbor, Michigan 48109-2590 ), THE PROCTER & GAMBLE COMPANY ( One Procter & Gamble PlazaCincinnati, Ohio 45202 ) filed a patent application (PCT/US2020/047659) for " SUPER ABSORBENT POLYMER RECYCLING TO PRESSURE SENSITIVE ADHESIVES " on Aug 24, 2020. With publication no. WO / 2021/041326 , the details related to the patent application was published on Mar 04, 2021. Notably, the patent application was submitted under the International Patent Classification (IPC) system, which is managed by the World Intellectual Property Organization (WIPO). Inventor(s): COLLIAS, Dimitris Ioannis ( c/o The Procter & Gamble CompanyOne Procter & Gamble PlazaCincinnati, Ohio 45202 ), ZIMMERMAN, Paul ( c/o The Regents of the University of Michigan1600 Huron Parkway, 2nd FloorAnn Arbor, Michigan 48109-2590 ), CHAZOVACHII, Paul Takunda ( c/o The Regents of the University of Michigan1600 Huron Parkway, 2nd FloorAnn Arbor, Michigan 48109-2590 ), ROBO, Michael ( c/o The Regents of the University of Michigan1600 Huron Parkway, 2nd FloorAnn Arbor, Michigan 48109-2590 ), MCNEIL, Anne ( c/o The Regents of the University of Michigan1600 Huron Parkway, 2nd FloorAnn Arbor, Michigan 48109-2590 ), MARSH, Neil ( c/o The Regents of the University of Michigan1600 Huron Parkway, 2nd FloorAnn Arbor, Michigan 48109-2590 ), JAMES, Martin Ian ( c/o The Procter & Gamble CompanyOne Procter & Gamble PlazaCincinnati, Ohio 45202 ) Abstract: Methods for upcycling crosslinked sodium polyacrylate to pressure sensitive adhesives via (a) mechanochemical chain-shortening and esterification or (b) esterifying with high conversion with a Fischer esterification process are disclosed.

Also disclosed is a pressure sensitive adhesive prepared by the disclosed methods and articles comprising the pressure sensitive adhesive, including, but not limited to, pressure sensitive tape, a bandage, a label, note pads, a decal, a stamp, an envelope, a sticker, packaging, automobile trim, and a film. For more information:[https://patentscope.wipo.int/search/en/detail.jsf?docId= WO 2021041326](https://patentscope.wipo.int/search/en/detail.jsf?docId=WO2021041326) For any query with respect to this article or any other content requirement, please contact Editor at [contentservices@htlive.com](mailto:contentservices@htlive.com)

**Load-Date:** March 6, 2021

---

End of Document

# **The Procter & Gamble Company (Ohio)'s US Patent application for "SUSTAINABLE DISPENSING PACKAGE HAVING A TELESCOPIC ACTUATOR" is in published phase now**

Impact Financial News

September 27, 2021 Monday

Copyright 2021 Impact Media Limited All Rights Reserved



**Length:** 220 words

## **Body**

---

ALEXANDRIA, Va: United States Patent and Trademark Office has published on September 23, 2021, an application no. 20210289918 for the registration of US patent by The Procter & Gamble Company (Ohio) for "SUSTAINABLE DISPENSING PACKAGE HAVING A TELESCOPIC ACTUATOR".Inventors: THULIN; Nathaniel David; (Hebron, KY) ; Cataudella; Matthew Corey; (West Chester, OH) ; Messenger; Mitchell Edwin; (Fredericktown, OH) ; Grubbs; Nathan Daniel; (West Chester, OH)Applicant: The Procter & Gamble Company Cincinnati OH US (Ohio)Application filing date: March 9, 2021According to the abstract released by the U.S Patent & Trademark Office: "A dispensing package for a spreadable personal care product and its respective methods for dispensing the product. The dispensing package comprises a reusable dispenser, a replaceable cartridge and optionally a top cap. The reusable dispenser comprises a tubular body and a telescopic actuator. The telescopic actuator comprises a hand wheel, a leading screw, a tubular screw and an elevator. The replaceable cartridge comprises a push plate. The telescopic actuator is able to engage with the push plate of the replaceable cartridge to deliver the personal care product such that a top surface of the elevator telescopes with a bottom surface of the push plate of the replaceable cartridge."

**Load-Date:** September 27, 2021

# Procter & Gamble: Gillette Launches Planet KIND, a New Line of Products That Are Kind to Skin and the Planet

Contify Retail News

February 4, 2021 Thursday 6:30 AM EST

Copyright 2021 Contify.com All Rights Reserved

**Length:** 916 words

## Body

---

BOSTON, Feb. 4 -- Procter & Gamble issued the following news release:

- Each Purchase Prevents Plastic from Entering the Ocean Through Plastic Bank Partnership

Today, Gillette (NYSE: PG) formally launched Planet KIND, a new shaving and skincare brand that is kind to skin and the planet. Planet KIND packaging is recyclable and made with 85% recycled paper, 85% recycled plastic or infinitely recyclable aluminum. The lineup also includes a razor handle made with 60% recycled plastic. The brand has partnered with Plastic Bank to give consumers even more reason to feel good about choosing Planet KIND. In partnership with Plastic Bank, every Planet KIND product purchased will prevent 10 plastic bottles from entering the ocean.

"Planet KIND makes it easier to incorporate eco-friendly choices into your shaving and skincare routine," said John Claughton, VP of North America Grooming at P&G. "We know consumers are looking for sustainable products that are kind to skin, and don't want to compromise on performance. Our Planet KIND products are designed with this in mind and are backed by a brand people already know and trust."

The Planet KIND lineup includes a razor and blades, moisturizer, face wash and shave cream, available at Target stores nationwide, on Target.com and planetkindbygillette.com. Features include:

\* A durable razor handle made to last with 60% recycled plastic (made from rPET, like water bottle plastic), which can be used for years.

- One Planet KIND razor handle contains the equivalent of one recycled water bottle.

- Razor with two cartridge refills can be purchased for \$9.99[i]

\* Razor cartridges with five (5) high quality blades that glide effortlessly over skin for a close, smooth and gentle-on-skin shave. Each cartridge is good for up to one month of shaves.

- Four-count cartridge refills can be purchased for \$9.99[i]

- Eight-count cartridge refills can be purchased for \$20.00[i]

\* Dermatologist-tested moisturizer, face wash and shave cream made without parabens, SLS sulfate, alcohol or dyes. The moisturizer and face wash bottles are made with 85% recycled plastic, and the shave cream jar is made with infinitely recyclable aluminum.

- Moisturizer, face wash and shave cream can be purchased for \$7.99[i] each.

## Procter & Gamble: Gillette Launches Planet KIND, a New Line of Products That Are Kind to Skin and the Planet

\* Planet KIND packaging can be recycled through most curbside municipality programs, and both the blades & the handle are recyclable through Gillette's Razor Recycling Program in partnership with international recycling leader, TerraCycle.

- Through this program, consumers can send in all brands of blades and razors, including razor systems, disposable razors, replaceable-blade cartridge units, rigid plastic packaging and flexible plastic bag packaging.

### Planet KIND and Plastic Bank

Planet KIND is increasing its commitment to reduce plastic waste through a partnership with Plastic Bank, a social enterprise that helps stop ocean plastic while improving the lives of collectors in vulnerable coastal communities. Starting February 1, every purchase of a Planet KIND product will help prevent 10 plastic bottles from entering the ocean. In the first year of this partnership, Planet KIND's goal is to prevent 10 million plastic bottles from entering the ocean.

"Our goal at Plastic Bank is to work with likeminded organizations to create environmental, social and economic impact," said David Katz, CEO and Founder at Plastic Bank. "Together with Planet KIND, we are reducing ocean plastic and empowering the world to thrive."

The launch of Planet KIND supports Gillette's 2030 Sustainability Goals to have 100% of Gillette packaging be recyclable by 2030 and to increase the use of post-consumer recycled content for products. Learn more about Gillette Sustainability [here](#).

Learn more about Planet KIND [here](https://gillette.com/en-us/the-latest-from-gillette/planet-kind-terracycle) (<https://gillette.com/en-us/the-latest-from-gillette/planet-kind-terracycle>).

### About Gillette

For more than 115 years, Gillette has delivered precision technology and unrivalled product performance - improving the lives of over 800 million consumers around the world. From shaving and body grooming, to skin care and sweat protection, Gillette offers a wide variety of products including razors, shave gel (gels, foams and creams), skin care, after shaves, antiperspirants, deodorants and body wash. For more information and the latest news on Gillette, visit [www.gillette.com](http://www.gillette.com). To see our full selection of products, visit [www.gillette.com](http://www.gillette.com). Follow Gillette on Twitter, Facebook and Instagram.

### About Plastic Bank

Plastic Bank empowers the regenerative society. We are helping the world stop ocean plastic while improving the lives of collector communities. Plastic Bank builds ethical recycling ecosystems in coastal communities and reprocesses the materials for reintroduction into the global manufacturing supply chain. Collectors receive a premium for the materials they collect which helps them provide basic family necessities such as groceries, cooking fuel, school tuition, and health insurance. Plastic Bank's certified blockchain platform secures the entire transaction and provides real-time data visualization - allowing for transparency, traceability, and rapid scalability. The collected material is reborn as Social Plastic which can be easily reintegrated into products and packaging as part of a closed-loop supply chain. Plastic Bank currently operates in Haiti, Brazil, Indonesia, the Philippines, and Egypt. Learn more at [plasticbank.com](http://plasticbank.com).

Footnote:

[i] Final pricing is at the sole discretion of the retailer.

Source: Procter & Gamble

**Load-Date:** February 5, 2021

# Procter & Gamble: Gillette Launches Planet KIND, a New Line of Products That Are Kind to Skin and the Planet

---

End of Document

# Procter & Gamble Commits to Enable 2 Billion People to Adopt Healthy Oral Care Habits by 2030

Impact Financial News

January 18, 2021 Monday

Copyright 2021 Impact Media Limited All Rights Reserved



Length: 443 words

## Body

---

CINCINNATI: Procter & Gamble (P&G) Oral Care seeks to advance healthy oral care habits to transform people's health while reducing impact on the planet through its new sustainability commitments. The platform, "Healthy Smiles. Healthy Lives. Healthy Planet. ", guides its oral care brands, including Oral-B and Crest, to help unlock the lifechanging power of healthy oral care habits for all. The World Health Organization estimates oral diseases affect 3.58 billion people, with cavities being the most prevalent issue. Both Oral-B and Crest are working to educate and enable 2 billion people to adopt healthy oral care habits by 2030, reducing their environmental footprint and enabling responsible consumption along the way. Oral-B and Crest will focus their efforts on education and advocacy; enabling access to dental products and services; and innovation that makes the adoption of healthy habits enjoyable.

### Healthy Habits for People

To drive healthy habits for people, Oral-B and Crest will improve access to oral care solutions and education to establish better oral health habits and continue to provide safe products with transparency. During the COVID-19 pandemic, when people couldn't visit their dentist, the brands helped protect oral health through educational articles, videos and livestreaming sessions. In the U.S , they have donated millions in product and dental care through their partnerships with Feeding America, Dental Lifeline Network and America's Tooth Fairy. Oral-B and Crest will continue to partner with dental professionals, retailers and consumers to make progress.

### Healthy Habits for the Planet

To drive healthy habits for the planet, Oral-B and Crest will encourage and enable responsible consumption by making their packaging 100% recyclable, starting with the transition to recyclable toothpaste tubes in Europe, the U.S and Canada by 2025. P&G Oral Care will also reduce its environmental footprint and strive for circular solutions while working with suppliers to secure transparent and responsible sourcing. Specific goals include reducing greenhouse gas emissions in operations and improving water efficiency by 35% in P&G sites by 2030. Today P&G Oral Care factories send zero manufacturing waste to landfill globally, and all U.S and European sites purchase 100% renewable electricity. The company has improved energy efficiency across its global Oral Care production sites by nearly 20% since 2010. These goals are rooted in P&G's Ambition 2030 Sustainability Program, as well as three United Nations' Sustainable Development Goals: Good Health and Wellbeing, Responsible Consumption and Production, and Reduced Inequality.

Procter & Gamble Commits to Enable 2 Billion People to Adopt Healthy Oral Care Habits by 2030

**Load-Date:** January 19, 2021

---

End of Document



# Procter & Gamble: Old Spice & Secret Are First Large Brands to Launch Refillable Antiperspirant Cases Made With No Single-Use Plastic Packaging

Contify Retail News

February 9, 2021 Tuesday 6:30 AM EST

Copyright 2021 Contify.com All Rights Reserved

**Length:** 577 words

## Body

---

CINCINNATI, Feb. 9 -- Procter & Gamble issued the following news release:

- Twist design makes application smooth; price makes sustainable choices accessible for more people

In an effort to help reduce plastic waste, Secret and Old Spice are launching innovative refillable antiperspirant cases at select retailers nationwide beginning February 2021. Additionally, both brands will expand their offering of Aluminum Free deodorants in recyclable paper tube packaging made of 90 percent recycled paperboard, certified by the Forest Stewardship Council (FSC).

The easy-to-use, refillable cases, manufactured with no single use plastic, include a refill made with 100% FSC certified paperboard packaging. Available in refillable antiperspirant, the first from a major brand, this new product line now offers consumers a way to eliminate plastic waste without compromising on 48-hour sweat protection. Each refill starter kit has a suggested retail price of \$10.00 and Refills have a suggested retail price of \$8.00, making this one of the most affordable refill options on the market today. [\*]

"We know the most sustainable choices for consumers are not always the most affordable - and that limits the impact we can have on our environment," said Freddy Bharucha, senior vice president, P&G Personal Care. "By providing sustainable solutions for both antiperspirants and aluminum free deodorants at some of the most affordable prices on the market, we're able to make sustainable choices a reality for more consumers."

"People are craving more eco-friendly personal care products, but they also must be delightful to use, otherwise people will not stick with them long term," said Anitra Marsh, vice president, sustainability, citizenship and communications, P&G Beauty. "That is why our refillable antiperspirant cases are designed to advance the antiperspirant smoothly through the case with a simple twist, much like a lipstick, without being messy."

Old Spice and Secret were the first major brands to introduce all-paper, plastic-free, deodorant solutions in May of 2020. Following the success of that limited-edition pilot, both brands are expanding this offering nationwide with an aluminum free deodorant formula. Featuring a signature push-pop design, these innovative paper tubes are fully recyclable. Consumers can crush the empty paperboard and drop the package right into their recycling bin.

Both Old Spice and Secret refillable antiperspirants and paper tube deodorants are available in stores nationwide at Walmart, Target, CVS and Walgreens (online only) now.

About Old Spice

For more than 80 years, guys have turned to Old Spice as the grooming authority, giving them the confidence to reach their true potential. Old Spice offers a complete product portfolio for today's evolving needs, including antiperspirants, deodorants, body washes, body sprays, shampoos and hair stylers. Check Old Spice out at [www.oldspice.com](http://www.oldspice.com), Instagram (@oldspice), Twitter (@OldSpice) and Facebook (<http://www.facebook.com/OldSpice>).

## Procter & Gamble: Old Spice & Secret Are First Large Brands to Launch Refillable Antiperspirant Cases Made With No Single-Use Plastic Packaging

### About Secret

Procter & Gamble's Secret has been helping women bring out the best in themselves. By providing superior wetness and odor protection for over 60 years, Secret has given women the confidence they need to take on any challenge. Check Secret out at [www.secret.com](http://www.secret.com), Facebook, Twitter (@SecretDeodorant), Instagram (@secretdeodorant) and YouTube.

### Footnote:

[\*] All pricing is at the sole discretion of the retailer.

Source: Procter & Gamble

**Load-Date:** February 10, 2021

# Procter & Gamble Announces First Lenor Paper Bottle Pilot and Joins Paboco Community of Pioneer Brands

Newstex Blogs

3BL Blogs

July 27, 2021 Tuesday 4:20 PM EST

Copyright 2021 Newstex LLC All Rights Reserved

**Length:** 741 words

**Byline:** PG

## Body

---

Jul 27, 2021( 3BL Blogs: <http://3blmedia.com/> Delivered by Newstex) ;

GENEVA, July 27, 2021 /3BL Media/ -P&#38;G unveils its first paper bottle for Lenor in partnership with paper bottle company Paboco, announcing a pilot for Western Europe in 2022. The trial rollout will form the basis of a test and learn strategy to scale up paper packaging and incorporate it more widely across P&#38;G's portfolio.

P&#38;G Fabric &#38; Home Care with its popular brands including Ariel, Lenor, Tide, Downy, Fairy, and Cascade is fully committed to reducing plastics in its packaging. As part of its 2030 Ambition, P&#38;G aims to reduce its use of virgin plastics by 50% by 2030. Fabric Care Europe has additionally committed to a 30% absolute plastics reduction by 2025 and to design for 100% recyclability by 2022 - it is well on track for both commitments. Home Care is committed to use no virgin plastics by 2025. Brand-led packaging alternatives and pilot schemes are a crucial element in the pathways to lowering environmental impact.

Paboco's paper bottle technology is advancing quickly and promises to reduce and replace plastic content while lowering carbon footprint compared to conventional plastic packaging. This alternative form of packaging is increasingly viable and scaling at pace, backed by leading consumer goods companies and industry experts including The Coca-Cola Company, Carlsberg Group, The Absolut Company, L'Oral, BillerudKorsns, and ALPLA united by the vision to create the world's first 100% bio-based and recyclable paper bottle at scale.

Senior Vice President of R&#38;D for Global Fabric &#38; Home Care Sector Jerry Porter explains:

'We're very excited to join this group of packaging innovators. This is another milestone on our P&#38;G Fabric &#38; Home Care journey to innovate towards more sustainable packaging formats. Our chosen pilot brand Lenor has a great track record of incorporating recycled plastic into its packaging, already using up to 100% in its European transparent bottles. Now we aim to go a step further with bio-based packaging, which has a very promising future. We are delighted to be on this journey with our partners in the development of the next generations of paper bottles.'

Speaking on behalf of Paboco, interim CEO Gittan Schiöld noted:

'Our vision is to change this industry for good, and to create a world less dependent on plastic and without plastic waste, by designing for circularity and inventing packaging from bio-based materials. Storing liquids in paper is particularly challenging, but its successful adoption could have major benefits for the planet. Having P&#38;G Fabric &#38; Home Care category as a partner in the paper bottle community is a huge boost to that vision. Not only does it really add weight to the viability of the technology but brings with it P&#38;G's know-how to the table, offering new opportunities for scaling Paboco's paper bottle technology.'

Lenor's first paper bottle is a step on the bio-based packaging journey. The bottle already significantly reduces plastic compared to a bottle used today. The bottle is the first of its kind produced at scale, in its design and

## Procter & Gamble Announces First Lenor Paper Bottle Pilot and Joins Paboco Community of Pioneer Brands

technology, made from sustainably sourced FSC-certified paper and initially a thin plastic barrier made from post-consumer recycled PET. Building on learnings from this milestone, future versions of the bottle will integrate the barrier into the paper lining to create a seamless, 100% bio-based bottle, fully recyclable in the paper stream.

All of P&G's leadership brands, including Lenor, are expected to inspire responsible consumption by 2030 as part of the company's Ambition 2030[1]sustainability goals.

ENDS

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always, Ambi Pur, Ariel, Bounty, Charmin, Crest, Dawn, Downy, Fairy, Febreze, Gain, Gillette, Head & Shoulders, Lenor, Olay, Oral-B, Pampers, Pantene, SK-II, Tide, Vicks, and Whisper. The P&G community includes operations in approximately 70 countries worldwide. Please visit<https://www.pg.com/>[2]for the latest news and information about P&G and its brands.

Rosie Abrahamson Lon-FC[Sustainability@ketchum.com](mailto:Sustainability@ketchum.com) [3] +44 (0)7961577369;

Source: Procter & Gamble

[ 1]: <https://us.pg.com/environmental-sustainability/> [ 2]: <https://us.pg.com/> [ 3]: [Lon-FCSustainability@ketchum.com](mailto:Lon-FCSustainability@ketchum.com)

**Load-Date:** July 27, 2021

## Procter & Gamble Assigned Patent for Recyclable Aerosol Dispensers

## Targeted News Service

November 22, 2021 Monday 4:40 AM EST

Copyright 2021 Targeted News Service LLC All Rights Reserved

**Length:** 226 words

**Byline:** Targeted News Service

**Dateline:** Alexandria, Va.

## Body

ALEXANDRIA, Va., Nov. 22 -- Procter and Gamble, Cincinnati, Ohio, has been assigned a patent (No. 11,174,092, initially filed Nov. 13, 2020) developed by two co-inventors for recyclable aerosol dispensers. The co-inventors are Jennifer Elizabeth Hosmer, Fairfield, Ohio, and Robert Earl Magness, Lebanon, Ohio.

The full-text of the patent can be found at <https://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetacgi%2Fsearch%2Fservlet?d=PALL&p=1&q=&r=1&f=G&l=50&s1=11,174,092.PN.&OS=PN/11,174,092&RS=PN/11,174,092>

The abstract states: "A polymeric aerosol dispenser that is recyclable. The recyclable polymeric aerosol dispenser including all polymeric components. These components being selectively either fixedly joined or separably joined based on the material composition of the component. Further, components may be selected for their density and, thus, their ability to float or sink during the recycling process. The recyclable polymeric aerosol dispenser is designed to minimize its impact on the PET recycling stream and to align with industry recyclability guidelines."

Written by Subhashree Samal; edited by Sudarshan Harpal.

For more information about Targeted News Service federal patent awards please contact: Myron Struck, Editor,  
Direct: 703/866-4708, Cell: 703/304-1897, [Myron@targetednews.com](mailto:Myron@targetednews.com)

SS1122SH1122-1427903 C22-SUharpal

**Load-Date:** November 22, 2021

End of Document

# EDPR bags 127.5-MW wind, solar PPA with Procter & Gamble in Spain

SeeNews Renewables

September 16, 2021 Thursday 12:40 PM EST

Copyright 2021 SeeNews All Rights Reserved



**Length:** 207 words

**Byline:** SeeNews

## Body

---

September 16 (Renewables Now) - EDP Renovaveis SA (ELI:EDPR) has signed a power purchase agreement (PPA) with US consumer goods giant Procter & Gamble Co (NYSE:PG) to deliver it 127.5 MW of new green capacity in Spain.

The 15-year PPA will support the installation of the 100-MW (measured in direct current) Penaflor solar farm in Valladolid province, and the 47.5-MW Sierra de la Venta wind farm in Albacete.

The wind farm will send 27.5 MW to Procter & Gamble under the contract, EDPR's parent company EDP SA (ELI:EDP) said in bourse filing on Thursday. Its remaining 20-MW are covered by a separate PPA with an unnamed entity.

Both Penaflor and Sierra de la Venta are expected to reach commercial operation date (COD) in 2023.

Thanks to these PPAs, around 40% of electricity needed by Procter & Gamble's factories across Europe will be produced in Spain, Procter & Gamble Espana said separately.

On global level, Procter & Gamble this week adopted an action plan to reach net zero greenhouse gas (GHG) emissions across its operations and supply chain, "from raw material to retailer", by 2040. The company wants to be able to procure 100% renewable electricity by 2030, and said that it has already approached that target by purchasing 97% globally.

**Load-Date:** September 16, 2021

---

End of Document

# Procter & Gamble: Pampers Introduces New Hybrid Diaper--Part Reusable and Part Disposable

Contify Retail News

May 21, 2021 Friday 6:30 AM EST

Copyright 2021 Contify.com All Rights Reserved

**Length:** 815 words

## Body

---

CINCINNATI, May 21 -- Procter & Gamble issued the following news release:

- Pampers Pure Protection Hybrid Diapers keep baby's skin dry & healthy, and are designed for parents who want a diaper with less waste<sup>2</sup> but seek the convenience and protection of a disposable diaper

Pampers knows that part of caring for babies is caring for the environment and the planet where they grow up. In an era of reusing and reducing, parents are increasingly exploring more planet-conscious options, and that includes diapers. That is why Pampers created Pampers Pure Protection Hybrid Diapers, our first diapering system that is part reusable, part disposable. The Pure Protection Hybrid Diaper uses trusted Pampers technology and provides superior dryness and leak protection<sup>[1]</sup> from a diaper that uses 25% less disposable materials.<sup>[2]</sup>

A recent Pampers survey found that nearly half of all parents have tried cloth diapers but not as many continue to use them because leaks are common and changing them more frequently means more wash cycles.<sup>[3]</sup> Pampers Pure Protection Hybrid Diapers combine what parents love about both cloth and disposable diapers by pairing soft, reusable cloth diaper covers with disposable inserts. Made to lock wetness away from skin for up to 12 hours, Pure Protection Hybrid Diapers help keep your baby's skin dry and healthy while producing less waste.<sup>[2]</sup>

"At Pampers, we've spent thousands of hours speaking with and listening to parents globally about what will best fit their needs," said Marty Vanderstelt, father of two and Senior Vice President - North America Baby Care. "That's why we've created Pampers Pure Protection Hybrid for parents who want a diaper that produces less waste<sup>2</sup>, but still seek the convenience and protection of a disposable diaper. Pampers Pure Protection Hybrid is one of our many steps forward in the journey to a sustainable planet, and a happy, healthy future for every baby."

Pampers Pure Protection Hybrid Diapers offer:

- \* A disposable insert made with a plant-based liner, enriched with shea butter and other thoughtfully selected materials. It features Pampers' trusted absorbent core and high leg cuffs to help prevent leaks.

- \* "One size fits most" super soft reusable cloth covers made with premium fabrics, adjustable leg elastics and waist snaps that will last through multiple changes. The machine washable covers are easy to clean with simple laundering instructions.

- \* 14 playful and fun prints (fruits, animals, and sweet messages) so you can customize your collection.

Pampers disposable diapers are the #1 U.S. Pediatrician Recommended Brand and Pampers Pure Protection Hybrid Diapers meet the same high-quality standards as all Pampers products. Just like other products in the Pampers Pure Protection family, our Pure Protection Hybrid Diapers are hypoallergenic and contain 0% fragrance, elemental chlorine, latex (natural rubber), or parabens.

## Procter & Gamble: Pampers Introduces New Hybrid Diaper--Part Reusable and Part Disposable

Pampers is committed to caring for every baby and the planet they grow up in. This includes improving sustainability for the generations to come. In addition to launching Pampers Pure Protection Hybrid, our Pampers business overall continues to innovate toward more sustainable diapering solutions to use 30% less diapering materials per baby over their diapering time. Over the past 25 years, we have reduced our disposable diaper weight by 50% and our packaging by 70%, generating less use of resources in our products.

Pampers Pure Hybrid Diapers are now available at Target locations and online at Target.com. Diaper pricing is at the sole discretion of the retailer.

### About Pampers

For 60 years, parents have trusted Pampers to care for their babies. Pampers is a part of The Procter & Gamble Company (NYSE:PG) and is the #1-selling diaper worldwide. Every day, more than 25 million babies in 100 countries around the world wear Pampers. Pampers offers a complete range of diapers, wipes and training pants designed to provide protection and comfort for every stage of baby's development. Visit [www.pampers.com](http://www.pampers.com) to learn more about Pampers products, join the Pampers Club program, and find ideas and information to help you and your baby 'love the change' together.

### About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always, Ambi Pur, Ariel, Bounty, Charmin, Crest, Dawn, Downy, Fairy, Febreze, Gain, Gillette, Head & Shoulders, Lenor, Olay, Oral-B, Pampers, Pantene, SK-II, Tide, Vicks, and Whisper. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands. For other P&G news, visit us at [www.pg.com/news](http://www.pg.com/news).

### Footnotes:

[1] Pampers data vs. Grovia Biosoaker

[2] Less waste than Pampers Pure Disposable Diapers Size 1-5

[3] 2017 Habits & Practices data, P&G on file

Source: Procter & Gamble

**Load-Date:** May 22, 2021



# Procter & Gamble announce 26 additional UAE forestation programs in Carrefour partnership #ForestsForGood

MENAFN - Press Releases (English)

September 29, 2021 Wednesday

Copyright 2021 MENAFN.COM All Rights Reserved



**Length:** 490 words

## Body

---

[Link to Image](#)

[Link to Story](#)

Dubai, UAE, 29 September, 2021: Procter & Gamble (P&G), home of leading brands such as Pampers®, Tide®, Ariel® and Herbal Essences®, held a panel session that added to the sustainability conversation, yesterday 28th September, at The Farm, Al Barari Dubai, announcing the continuation of the Forests for Good initiative, to accelerate their commitment to sustainability by planting 26 forestation programs within one year, in partnership with Carrefour.

The #ForestsForGood expansion in partnership with Carrefour aims to inspire a movement to guide, educate and call for sustained action when it comes to environmental consciousness, and encourages shoppers to also contribute to the future of the earth into their own hands by purchasing P&G products from selected Carrefour stores across the UAE.

Leading regional profiles, driving sustainability, joined the discussion, including Karen Storey - Founder of The Storey Group, and Dr Tiffany Delport - Director of Marine Operations at Emirates Marine Environment Group. They were joined by Mohamed Hamouda - VP Procter & Gamble Gulf, with the panel talk moderated by Assile Beydoun - Sustainability Communications Director at P&G.

Coinciding with Climate Week and building on Dubai 2040 announcements earlier in 2021 around green spaces, the panel shed light on several important and relevant topics; sustainability in the region with visions for the future, the power of brands partnering to drive the sustainability narrative, how brands, consumers and NGOs need to be part of the climate change solution, and the importance of initiatives like #ForestsForGood.

Mohamed Hamouda said: "P&G is committed to actively protecting nature through our #ForestsForGood program. Through a program like this we hope to contribute to Dubai 2040's Urban Master Plan. UAE businesses are in a unique position to lead efforts to improve our environment and engage consumers in the process."

Procter & Gamble announce 26 additional UAE forestation programs in Carrefour partnership #ForestsForGood

Karen Storey commented, "Initiatives like #ForestsForGood are vital in tackling climate change and adding ecological value to cities. The more green spaces we can make through forestation, the more we can try to offset emissions."

"By engaging with #ForestsForGood, we are engaging with the community to inspire future generations. Tree planting enhances the wider eco-system of wildlife, enriching the livelihoods of communities to make a difference globally. In fact because of the work P&G and Emirates Marine Environmental Group are doing in the P&G Dubai Mangrove Forest, we are beginning to see the return of endangered species of turtles and migratory birds. These interventions improve eco systems." added Dr Tiffany Delport.

This panel talk event brought together regional profiles in the drive for increased sustainability consciousness and showcases the power and scale that brands and organisations can bring in partnering as a Force For Good.

MENAFN29092021004993001979ID1102883904

**Load-Date:** September 29, 2021

---

End of Document

# Environment America: Procter & Gamble Suppliers Are Degrading Canada's Boreal Forest

Targeted News Service

April 8, 2021 Thursday 10:15 AM EST

Copyright 2021 Targeted News Service LLC All Rights Reserved

**Length:** 347 words

**Byline:** Targeted News Service

**Dateline:** WASHINGTON

## Body

---

(TNSRep) -- Environment America issued the following statement:

\* \* \*

A report released by the Natural Resources Defense Council (NRDC) assessed the sourcing practices of Procter and Gamble's major wood pulp suppliers, Domtar, Aditya Birla Group and Resolute Forest Products. NRDC found that logging feeding the company's mills comes from areas of the forest containing critical habitat for endangered caribou. This species' habitat is important for combating climate change because these areas store so much carbon. Procter & Gamble's household paper products, Charmin', Bounty and Puffs, are all made using wood pulp from the boreal forest in Canada. Along with being a habitat for caribou, the boreal forest is home to packs of wolves, lynx and billions of migratory birds.

So much of the logging supplying the three companies included in the report comes much from non-sustainably managed forests, that if the wood they sourced in a single year was converted to "2 x 4" boards and laid end to end, the boards would reach to the moon and back twice. The total wood sourced by these three companies in non-sustainably managed forests is more than 5 million cubic meters per year.

Environment America Public Lands Campaign Director Ellen Montgomery issued the following statement:

"The boreal forest is home to billions of birds and endangered caribou and the idea that it is being logged at all, much less unsustainably, is tragic. The most absurd thing we could be doing in the face of a looming global biodiversity crisis is chopping down hundred-year-old trees and turning them into toilet paper.

"For the sake of the boreal caribou and the billions of birds that make their home in the boreal forest, Procter & Gamble needs to move away using suppliers that log old growth forests. They could do this by speeding up their timeline for incorporating recycled and forest-free fibers into their products."

\* \* \*

REPORT: <https://www.nrdc.org/sites/default/files/thousand-cuts-wood-sourcing-canadas-boreal-report.pdf>

[Category: Environment]

Copyright Targeted News Services

MSTRUCK-7446939 MSTRUCK

# Environment America: Procter & Gamble Suppliers Are Degrading Canada's Boreal Forest

**Load-Date:** April 8, 2021

---

End of Document

# INTERNATIONAL PATENT: THE PROCTER & GAMBLE COMPANY FILES APPLICATION FOR "BIODEGRADABLE AND/OR HOME COMPOSTABLE SACHET CONTAINING A SOLID ARTICLE"

US Fed News

April 24, 2021 Saturday 1:20 AM EST

Copyright 2021 HT Media Ltd. All Rights Reserved

**Length:** 257 words

**Dateline:** GENEVA

## Body

---

GENEVA, April 24 --

THE PROCTER & GAMBLE COMPANY ( One Procter & Gamble PlazaCincinnati, Ohio 45202 ) filed a patent application (PCT/US2020/070665) for " BIODEGRADABLE AND/OR HOME COMPOSTABLE SACHET CONTAINING A SOLID ARTICLE " on Oct 14, 2020. With publication no. WO / 2021/077133 , the details related to the patent application was published on Apr 22, 2021. Notably, the patent application was submitted under the International Patent Classification (IPC) system, which is managed by the World Intellectual Property Organization (WIPO). Inventor(s): BARTOLUCCI, Stefano ( 70 Biopolis StreetSingapore 138547 ), BOSWELL, Emily, Charlotte ( One Procter & Gamble PlazaCincinnati, Ohio 45202 ), LEE, SuAnne ( 70 Biopolis StreetSingapore 138547 ) Abstract: A sachet product that includes a biodegradable and/or home compostable sachet comprising a front film and a back film. In some examples, the front film and back film can include a middle layer that can contain paper with greater than 85% cellulose and an inner layer that can include different material, including but not limited to polyvinyl alcohol or polyhydroxyalkonate. The sachet can include a compartment adapted for storing a solid article where the solid article is an open cell foam. The open cell foam can include a water-soluble polymer and a surfactant. For more information:

<https://patentscope.wipo.int/search/en/detail.jsf?docId= WO 2021077133> For any query with respect to this article or any other content requirement, please contact Editor at [contentservices@htlive.com](mailto:contentservices@htlive.com)

**Load-Date:** April 23, 2021

---

End of Document

# **The Procter & Gamble Company (Ohio)'s US Patent application for "Recycling of Superabsorbent Polymer Via Hydrothermal Microwave Processing" is in published phase now**

Impact Financial News

February 27, 2021 Saturday

Copyright 2021 Impact Media Limited All Rights Reserved



**Length:** 152 words

## **Body**

---

ALEXANDRIA, Va: United States Patent and Trademark Office has published on February 25, 2021, an application no. 20210054164 for the registration of US patent by The Procter & Gamble Company (Ohio) for "Recycling of Superabsorbent Polymer Via Hydrothermal Microwave Processing".Inventors: Banaszak Holl; Mark Monroe; (South Varra VIC, AU) ; Tanksale; Akshat; (Caulfield VIC, AU) ; Ching; Teck Wei; (Wheelers Hill VIC, AU) ; Zhang; Jing; (Clayton VIC, AU) ; Collias; Dimitris Ioannis; (MasoApplicant: The Procter & Gamble Company Cincinnati OH US (Ohio)Application filing date: August 21, 2020According to the abstract released by the U.S Patent & Trademark Office: "Poly(acrylic acid)-based superabsorbent polymer (SAP) and H.sub.2O.sub.2 in a feed is converted with microwave (MW) irradiation into poly(acrylic acid) (PAA) in the product. The MW total energy used to convert SAP into PAA is less than 50 MJ/kg SAP."

**Load-Date:** February 27, 2021

---

End of Document

# **The Procter & Gamble Company (Ohio)'s US Patent application for "Recycling of Superabsorbent Polymer with an Extensional Flow Device" is in published phase now**

Impact Financial News

February 27, 2021 Saturday

Copyright 2021 Impact Media Limited All Rights Reserved



**Length:** 148 words

## **Body**

---

ALEXANDRIA, Va: United States Patent and Trademark Office has published on February 25, 2021, an application no. 20210054163 for the registration of US patent by The Procter & Gamble Company (Ohio) for "Recycling of Superabsorbent Polymer with an Extensional Flow Device".Inventors: Collias; Dimitris Ioannis; (Mason, OH) ; McDaniel; John Andrew; (West Chester, OH) ; Gilbertson; Gary Wayne; (Liberty Township, OH) ; James; Martin Ian; (Hamilton, OH) ; Simonyan; Arsen Arsenov; (SchwApplicant: The Procter & Gamble Company Cincinnati OH US (Ohio)Application filing date: August 21, 2020According to the abstract released by the U.S Patent & Trademark Office: "Poly(acrylic acid)-based superabsorbent polymer (SAP) in a feed stream is converted into poly(acrylic acid) (PAA) in an extensional flow device. The total energy used to degrade the SAP into PAA is less than about 50 MJ/kg SAP."

**Load-Date:** February 27, 2021

---

End of Document

# Youth activists on TikTok join Stand.earth to call out Procter & Gamble for greenwashing

Canada NewsWire

January 15, 2021 Friday 3:56 PM Eastern Time

Copyright 2021 Canada NewsWire Ltd.

**Length:** 463 words

## Body

---

In viral videos seen by 300,000+, youth target Charmin toilet paper brand over concerns about caribou habitat, boreal forest destruction, and Indigenous sovereignty

CINCINNATI, Jan. 15, 2021 /CNW/ -- As Procter & Gamble executives took center stage at CES 2021 this week to tout their sustainability initiatives, youth activists upset over the company's greenwashing have been overwhelming social media platforms TikTok and Instagram to air their grievances in dozens of viral videos and posts seen by more than 300,000 people. The influencers are calling out the Charmin toilet paper brand and raising concerns about declining caribou habitat, boreal forest destruction, and Indigenous sovereignty in Canada, where the company sources some of its fiber.

"Procter & Gamble is the parent company of Charmin, and they mislead consumers with reassuring claims about planting trees. What they don't tell you is that they're actually cutting down massive swaths of the boreal forest, which destroys the habitat of endangered species like woodland caribou," said TikTok's @trison\_b.

This public callout comes three months after shareholders defied the company and voted in favor of a proposal for P&G to assess how it can do better on forest sourcing and impacts -- a clear indication that the world's largest consumer goods company is not doing enough to deal with the financial threats of deforestation and forest degradation in its supply chains. Procter & Gamble has not released plans for how it will respond to the proposal.

"Companies like P&G sit and label themselves environmentally conscious and get praised for it -- like they're not literally making toilet paper out of trees taken off of Indigenous land," said TikTok's @\_reem.k\_.

Nearly a dozen youth activists and youth organizations joined environmental organization Stand.earth in posting videos using the hashtag #GreenOut22 and #WipeRightCharmin.

"Procter & Gamble is destroying the boreal forest to make your Charmin toilet paper -- unsustainably and using greenwashing methods," said TikTok's @jaysoune, a Canadian resident. "This is her now, isn't she gorgeous?" he asks sarcastically while standing in front of a photo of a clearcut.

See all the videos and posts:

On TikTok: @stand.earth -- @climatestrikeoh -- @jaysoune -- @trashcaulin -- @okanjie (in French) -- @trison\_b -- @walmart\_cho\_chang -- @queerbrownvegan -- @ecofreako -- @hailscho -- @\_reem.k\_ On Instagram: @stand.earth -- @youngactivistscoalition -- @climatestrikeOH -- @waycjoofficial

View original content:<http://www.prnewswire.com/news-releases/youth-activists-on-tiktok-join-standearth-to-call-out-procter--gamble-for-greenwashing-301209541.html>

SOURCE Stand.earth



Youth activists on TikTok join Stand.earth to call out Procter & Gamble for greenwashing

View original content: <http://www.newswire.ca/en/releases/archive/January2021/15/c0766.html>

**Load-Date:** January 15, 2021

---

End of Document