

Leading P&G Brands Including Pampers, Ariel and Herbal Essences Expand Leadership in Responsible Consumption

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The Procter & Gamble Company (NYSE:PG) today detailed the roadmap and actions its leadership brands are taking to increase positive impact on society and the environment through its [“Brand 2030” criteria](#). Today at the Sustainable Brands Paris conference, senior Company officials presented a forward-looking framework, including innovation strategies that will inspire and enable responsible consumption for the five billion consumers served by P&G each day. P&G leading brands including Pampers®, Ariel® and Herbal Essences® are progressing in adopting this framework with actions and commitments that will help accelerate sustainable lifestyles.

“Consumers are no longer willing to compromise performance for living sustainably and they expect brands to take meaningful action in solving some of the most complex challenges facing the world,” said Marc Pritchard, P&G’s Chief Brand Officer. “This is why P&G is focused on reinventing marketing to use the reach and voice of our brands as a force for good and a force for growth. We want our brands to be growing and creating value while having a measurable, long-term, positive impact on society and the environment.”

The [Brand 2030 criteria](#) are spread over two areas, each outlining concrete actions brands can take to become a “force for good and force for growth”:

- **Brand Ambition** where brands place strategic social or environmental commitments at the heart of their consumer experience, helping to address a societal challenge where they can uniquely and meaningfully contribute.
- **Brand Fundamentals** where brands innovate across product and packaging, leverage their voice to promote social and environmental sustainability and are transparent about their ingredients and safety science while reducing their supply chain impacts.

Examples of how P&G leading brands are already adopting the criteria through articulating their ambitions and implementing plans include:

The **Ariel Ambition** is to re-invent a better clean to consume 50% less resources in key impact areas such as energy and water by driving product, service and packaging innovation. The Ariel Fundamentals include its [latest packaging commitments, as announced today](#), such as striving to make all its packaging recyclable by 2022 and to reduce 30% plastic packaging by 2025. In addition, Ariel is using its voice to help shape a future of equals through campaigns like [“Partage des tâches” in France](#) and [“Share the Load” in India](#), which support the idea of men and women equally sharing housekeeping tasks.

The **Herbal Essences Ambition** is to enable everyone to experience the positive power of nature and to support biodiversity for the benefit of people and the planet. Beyond this, Herbal Essences is leading the way in sharing comprehensive information about its [ingredients](#), transparently explaining their [4-step safety process](#) and being recognized by PETA as a [cruelty free brand](#). Herbal Essences bio:renew is the first global hair care brand to have its botanicals [endorsed by the Royal Botanic Gardens, Kew](#), a world leading authority on plants. Herbal Essences is also leveraging its voice to promote the launch of [packaging designed to help the visually impaired](#) and [beach plastic bottles](#) in its largest market, the US.

The **Pampers Ambition** is to give millions of babies the opportunity for happy healthy development, collaborating with healthcare professionals, parents and NGOs. As part of P&G’s Brand 2030 Fundamentals, Pampers is introducing its [‘7 Acts for Good’](#) including the following concrete actions: Keep innovating towards more sustainable diapering solutions to progress towards 30% less¹ diapering materials used per baby over their diapering time. By innovating and using more effective materials, the brand has reduced the average weight of its diapers by 18%² already in the past 3 years, with the same trusted dryness. Lead recycling³ for diapers and wipes and committing to launch recycling facilities in 3 cities by 2021. In partnership with UNICEF, Pampers has helped eliminate maternal and neonatal tetanus in 24 countries. In March 2019 one more country – Chad, has now eliminated this disease, resulting in an estimated 880,000 newborn lives⁴ saved since 2006.

“The Brand 2030 criteria demonstrate leadership for brand leaders by defining what it means for an individual brand to enable responsible consumption. They ensure a thorough, long-term integration of meaningful and measurable social and environmental impacts into the overall brand strategy and experience – versus a singular brand-sponsored cause marketing initiative or activating just a slice of the marketing mix,” said KoAnn Vikoren Skrzyniarz, Chief Executive Officer of Sustainable Brands.

“We engaged with several external stakeholders to help craft the criteria,” said Virginie Helias, P&G Chief Sustainability Officer. “We wanted to create criteria that would make SDG12 tangible for brands, holding them accountable to drive progress towards taking responsible consumption to the next level. With our brands we are serving five billion people worldwide, giving us the unique opportunity and responsibility to not only delight people through superior product performance, but to also promote conversations, influence attitudes, change behaviours and make sustainable lifestyles at scale a global reality.”

About P&G’s Approach to Citizenship

The Company’s corporate Citizenship programs support the United Nations’ Sustainable Development Goals and focus on Ethics and Corporate Responsibility, Environmental Sustainability, Community Impact, Gender Equality and Diversity and Inclusion. The Brand 2030 criteria are requirements for individual brands that are in addition to the corporate programs. For more information on P&G’s Citizenship efforts, read P&G’s 2018 Citizenship Report [here](#).

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.

About Sustainable Brands Paris

Sustainable Brands is the first worldwide community of innovation and sustainability brands and organizations. The world’s most influential brand in CSR arrives in France for the first time April 23 to 25, 2019. The conference includes a disruptive format to reinvent brand commitment and open new perspectives.

¹ Vs. a typical disposable diaper

² Vs. Pampers most sold diapers in 2016.

³ The recycling technology was invented by Fater, a JV of P&G and Angelini (which makes Pampers in Italy).

⁴ Based on WHO and UNICEF estimated figures as of Feb 2019

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Contact:

P&G Media Contacts:

Becky East

H&K Strategies

+44 7785 990159

Becky.East@hkstrategies.com

Eleni Papadimitriou

P&G Communications

+41792077166

papadimitriou.e@pg.com

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