P&G Announces Plan to Use Innovative Sustainable Packaging

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P&G Beauty & Grooming to Pilot Use of Renewable Sugarcane-derived Plastic on Leading Brands

The Procter & Gamble Company (NYSE: PG) today announced plans to use renewable, sustainable, sugarcane-derived plastic on selected packaging on its Pantene Pro-V(R), COVERGIRL(R) and Max Factor(R) brands.

Sugarcane-derived plastic is a significant development in sustainable packaging because it is made from a renewable resource, unlike traditional plastic, which is made from non-renewable petroleum. The new material is made in an innovative process which transforms sugarcane into high-density polyethylene (HDPE) plastic, a type commonly used for product packaging. It remains 100% recyclable in existing municipal recycling facilities.

"P&G's commitment to use renewable bio-derived plastic in its global beauty and grooming product packaging is an important step forward in its efforts to improve the environmental profile of its products," said Dr. Jason Clay, Senior Vice President of Market Transformation of World Wildlife Fund, U.S. "We applaud this announcement as part of their leadership in finding innovative solutions to the sustainability challenges facing the world today."

By launching this renewable packaging on some of its global beauty brands, P&G will leverage its scale to deliver meaningful environmental improvements. P&G will source the sugarcane-derived plastic from Braskem SA, who manufactures the material using ethanol made from sustainably-grown Brazilian sugarcane. The pilot will be rolled out globally over the next 2 years, with the first products expected to be on shelf in 2011.

"This innovation is truly consumer-driven. As we talk with women around the world, they tell us that they want to make themselves more beautiful without making their environment less beautiful," said Gina Drosos, Group President, Global P&G Beauty. "With this new packaging innovation, women can have confidence that their favorite brands are helping to make a difference."

"Using sugarcane-derived plastic represents another step in P&G’s commitment to environmental sustainability and the development of sustainable innovation products," said Len Sauers, P&G Vice President, Global Sustainability. "P&G is making significant progress in environmental sustainability through our work with external partners. Together, we are working on creative solutions that deliver science-based sustainable innovations."

About Procter & Gamble

Four billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers(R), Tide(R), Ariel(R), Always(R), Whisper(R), Pantene(R), Mach3(R), Bounty(R), Dawn(R), Gain(R), Pringles(R), Charmin(R), Downy(R), Lenor(R), Iams(R), Crest(R), Oral-B(R), Duracell(R), Olay(R), Head & Shoulders(R), Febreze(R), Gillette(R), Braun(R) and Fusion(R). The P&G community includes approximately 127,000 employees working in about 80 countries worldwide. Please visit http://www.pg.com/ for the latest news and in-depth information about P&G and its brands.

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