P&G Brands Provide Clear, Accessible and Reliable Product Information in SmartLabel™

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Now People Can Find More Information About Their Favorite P&G Brands Online, Anytime

CINCINNATI--(BUSINESS WIRE)--The Procter & Gamble Company (NYSE:PG) announced today that more than 3,500 products are now present within SmartLabel, an online and mobile platform that enables consumers to access detailed information such as product ingredients, usage instructions, certifications and endorsements. P&G now has more items, across more categories, than any other consumer product goods company on the platform.

Over the past decade, P&G has taken a number of steps to disclose more information about what goes into and what is excluded from formulated products. Now with SmartLabel, P&G delivers the next step for the company’s transparency goals, which were recently announced via Ambition 2030: to help people make informed choices by providing ingredient information in a way that is clear, reliable and accessible.

“Using SmartLabel to share our products’ ingredients reinforces P&G’s commitment to transparency, and is one way we are holding ourselves accountable to the transparency goals we outlined in Ambition 2030,” said Kathy Fish, Chief Technology Officer, Procter & Gamble. “We know people care about what goes into the products they use every day, and we want consumers to be informed and confident in their choice to place P&G products in their baskets.”

Consumers can find top P&G brands – such as Febreze®, Herbal Essences®, Olay®, Pampers® and Tide®, to name a few – through the SmartLabel website and on the SmartLabel app on both iOS and Android devices. Additionally, P&G is the first company to offer details on the components in their feminine care products, Always® and Tampax®, in SmartLabel. This move demonstrates P&G is listening and responding to consumer needs as research1 suggests consumers are seeking more information about product ingredients than they have in the past; more than eight in 10 consumers globally have cited ingredient transparency as “very important or important” when shopping for personal care or beauty products.

P&G product information is available online via SmartLabel in the U.S. The company will also continue to move forward in its broader ingredient transparency journey by advancing fragrance transparency in the U.S. and Canada by the end of 2019.

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.

1 Sustainable Brands: Consumers Rank Ingredient Transparency Among Most Important Issues for Brands

Language:
English

Contact:
P&G Communications
Tracey Long, 513-983-9629
Long.TL@pg.com
or
MSL Group
Gina Ribaudo, +1 312-261-0237
gina.ribaudo@mslgroup.com