



We are pleased to share a preview of 2014 events, highlights of the terrific progress we made on our Sustainability commitments in 2013 and recent global recognition. Thanks to the continued enthusiasm and hard work of Colgate people around the world, we're succeeding in Giving the World Reasons to Smile.

## People

In 2013, the Colgate “**Bright Smiles, Bright Futures**” oral health education program reached **50 million children**, for a total of **750 million children reached** to date. A few highlights:

- **Vietnam** launched a new education program in schools across the country
- **Brazil** partnered with the Ministry of Health to train 10,000 Community Health Agents
- The **U.S.** partnered with over 2,000 Teach for America educators to reach U.S. children through “Smile for Picture Day” campaign



C-P India partnered with the **Indian Dental Association** to raise awareness about the importance of oral health and encourage consumers to receive a free dental check-up. On-pack messaging was printed on over 2.8 million Colgate cartons featuring a phone number consumers could call to arrange

a free check-up. Over 30,000 dentists performed check-ups in cities, underprivileged communities and schools and in 120 retail stores.



2013 marked the **40<sup>th</sup> running of the Colgate Women's Games**, the largest indoor amateur track series for young girls and women in the U.S. Each year, over 11,000 girls compete and approximately 225 athletes advance to the finals for a chance to win trophies and educational grants. Since its start, the Games have produced more than 20 Olympians and hundreds of national champions.



Hill's partnered with 800 animal shelters in 2013 to provide 4.1 million pounds of pet food at a discount. They also supported 50 shelter fundraising events, double the original goal.



Every year on **Mandela Day**, South Africans celebrate Nelson Mandela's birthday by serving their local communities and charities for 67 minutes to honor the 67 years of service he gave to his country. **Colgate people in South Africa marked the occasion by making lunch for underprivileged children** at a local school.

## Performance



Colgate made commitments to **eliminate formaldehyde donors, parabens, phthalates and microplastics** from our products over the next two years. For more information, [click to read Our Policy on Ingredient Safety](#)



Colgate signed on to the **American Cleaning Institute's Charter for Sustainable Cleaning**, which requires companies to have systems in place for continual assessment, review, and improvement of sustainability performance, including raw material selection, resource use, and occupational health and safety, at every stage of the product life cycle.



Half of all pets today are considered overweight. Hill's breakthrough weight solution, **Hill's Prescription Diet Metabolic**, uses specific nutrients to change the metabolism of overweight animals. In real home trials, **88% of pets eating Metabolic lost weight**. Metabolic has since launched in over 50 countries with great success.

In Brazil, Colgate partnered with Walmart on two successful **End-to-End** projects, together improving the Sustainability profile of Pinho Sol and modifying a Colgate shopper pack. Changes to the shopper pack resulted in **reduced greenhouse gas emissions, plastic and fuel use**. Improved efficiency brought greater speed-to-market, a win-win for both Colgate and Walmart. In-store displays also encouraged shoppers to recycle our products through the Terracycle program.



## Planet



Forests are vital to life on earth. It is estimated that over the past 50 years, about half of the world's original forests have been lost, significantly impacting biodiversity, social stability and climate change. As a member of the Consumer

Goods Forum (CGF), Colgate has committed to mobilize resources to help achieve **zero net deforestation by 2020**. We will soon publish a new policy detailing our commitment and our sourcing strategies for forest commodities pulp and paper, palm oil, tallow and soy.



**61%** of our manufacturing sites around the world have won the **U.S. EPA ENERGY STAR Challenge for Industry** award. The awards are bestowed on manufacturing sites that improve energy efficiency by 10% or more within a five-year period.





**Energy Treasure Hunts** engage Colgate people in a three-day event to find energy and cost-savings opportunities in their local plants. A team of global C-P energy experts work with plant personnel from all areas of operation to “hunt” for savings ideas. So far, 225 Colgate people in six plants have participated, **identifying over 500 energy ideas and over \$7 million in potential cost savings**. In addition to saving money and energy and reducing CO<sub>2</sub> usage, Energy Treasure Hunts drive local ownership of energy performance well into the future. This global rollout will continue in 2014.

Colgate sites around the world have been **recognized locally** by community organizations **for excellent environmental management**.

A few highlights:

- Colgate’s Ho Chi Minh, Vietnam plant received the **Green Business Award** from the People’s Committee of Ho Chi Minh City, Saigon Giai Phong Newspaper, and Natural Resources and the Environment Department
- Our Morristown, TN facility was recognized as the **Tennessee Recycling Coalition’s 2012 Business Recycler of the Year** for implementing key recycling initiatives and establishing external partnerships.
- Reforestamos México A.C., a civil association, recognized our Mission Hill plant and Colgate-Palmolive Mexico for their **contribution to Mexican forests and environmental protection** measures.



Among these 2013 achievements, Colgate was also named to the **Dow Jones Sustainability Leadership Index** for the fifth consecutive year; ranked one of the **World’s Most Ethical Companies by Ethisphere Magazine**; named a **U.S. EPA ENERGY STAR 2013 Partner of the Year** with Sustained Excellence in Energy Management; selected for the **CDP Carbon Disclosure Leadership Index**; and **recognized by Forbes as being one of the World’s Most Valuable Brands, Most Innovative Companies and 25 Most Reputable Companies**.

To read more about Sustainability at Colgate, please visit

[www.ColgatePalmolive.com/Sustainability](http://www.ColgatePalmolive.com/Sustainability)

