

Giving the World Reasons to Smile



As always, we are pleased to report the terrific progress against our global Sustainability strategy being made on the ground. Each division has continued working towards their People, Performance and Planet focused 2013 goals. Below are just a few examples of how progress is being made to ensure Colgate continues *Giving the World Reasons to Smile*.

Global Recognition



Colgate was named to the **2013 CDP Climate Disclosure Leadership Index** and - for the fifth consecutive year - to the annual **Dow Jones Sustainability Indices**. The CDP Climate Disclosure Leadership Index highlights companies that have displayed a strong approach to the disclosure of information regarding climate change. The Dow Jones Sustainability Indices evaluate companies across all industries that continually intensify their sustainability initiatives and outperform their peers in numerous metrics. Colgate's inclusion in these rankings is a demonstration of our focus on **long-term sustainability across all aspects of the business**, from financial performance and human resources to environmental impact.

People



In June, **over 800 Colgate people** across the northeast U.S. rolled up their sleeves and contributed to local communities during the first annual **Colgate Cares Day**. Volunteers gave of their time and services to deliver meals to homebound seniors, paint and organize a local school, share the "Bright Smiles, Bright Futures" program and assemble arts and crafts kits for local children's hospitals. June also saw **Tom's of Maine** celebrate their annual **Goodness Day** during which volunteers cleaned up and planted vegetation on a local mountain in Maine.



C-P Brazil partnered with key customer **Carrefour** to bring "**Bright Smiles, Bright Futures**" to four different stores. **Together**, they **reached hundreds of children** and their families with dental screenings and oral health education materials.



So far in 2013, **Hill's Pet Nutrition** has helped almost **275,000 pets to be adopted** from shelters through the "**Food, Shelter & Love**" food donation program.



75% of Colgate people in Asia achieved the individual goal of earning **500 minutes of healthy activity** during the July Healthy Activity Challenge.

Performance



The Latin America division achieved **\$2.5 million in Funding the Growth savings** in the first half of 2013 by reducing paper and plastic in packaging.

The **European division** launched a **1.5 times concentrated** two-liter bottle of **Soupline** fabric softener in France. The new bottle, which **provides the same number of washes** as the three-liter bottle **but requires less plastic and manufacturing water**, is currently being rolled out in Germany and Italy.





South Pacific laundry detergent **Cold Power**, which enables consumers to save energy by washing their clothes in cold water, recently **launched a “Wash Smarter” integrated marketing campaign** and mobile app to provide consumers with additional resource-saving tips.

The **Environmental, Occupational Health and Safety and Product Sustainability** team launched a series of divisional **workshops** to **train functional teams** in using our **Product Sustainability Scorecard** to **assess the sustainability profile of our products**. This is just the latest effort being made to help Colgate reach its **goal of increasing the sustainability profile** in all new products and in the balance of our portfolio **by 2015**.



Planet

The **Cambridge, Ohio plant** and the **Environmental, Occupational Health and Safety** team conducted a **“Trash to Treasure”** event to better understand the types of trash produced at the site and **identify opportunities to reduce waste**.

The Cambridge facility has **already reduced its waste to landfill by half**. As part of our global 2015 sustainability goal, Colgate aims to reduce waste sent to landfill from our operations by 15% versus 2005.



Together with TerraCycle, Colgate has launched **new “oral care brigades” in Germany and Switzerland**. Over **160,000 consumers** in **1,100 brigades** are collecting oral care packaging to be “upcycled” into new and affordable eco-friendly products, **while also generating revenue for schools and charities**. To date, Colgate partners with TerraCycle in the U.S., Mexico, Brazil, Germany, Switzerland, Austria and Argentina.



C-P Guatemala and **C-P India** enthusiastically continue their partnerships with **Water For People**, providing clean water to underserved populations. In **Guatemala**, Colgate sponsored water pumps and latrines for schools, as well as irrigation to deliver a household water system to over 200 families.

Colgate people visited two schools in the communities, **volunteering their time to build a playground, fix desks, and brighten-up the new water station with a colorful mural**. C-P volunteers also taught the “Bright Smiles, Bright Futures” program to children in the community. In **India**, Colgate has **sponsored the restoration and building of water pumps, school latrines and household taps**, which are now nearly complete. In the coming months, employee volunteers will implement BSBF in the schools receiving the new water systems.

To read more about Sustainability at Colgate, please visit www.ColgatePalmolive.com/Sustainability



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