



Purpose-led brands

# MORE SUSTAINABLE PRODUCTS

Sustainability is embedded into our product innovation programme. Everything we do aims to create more enduring, relevant products that captivate and delight our consumers, whilst delivering on our Purpose and progressing our Sustainability Ambitions.

This includes:

 **50% of our net revenue to come from more sustainable products by 2030**

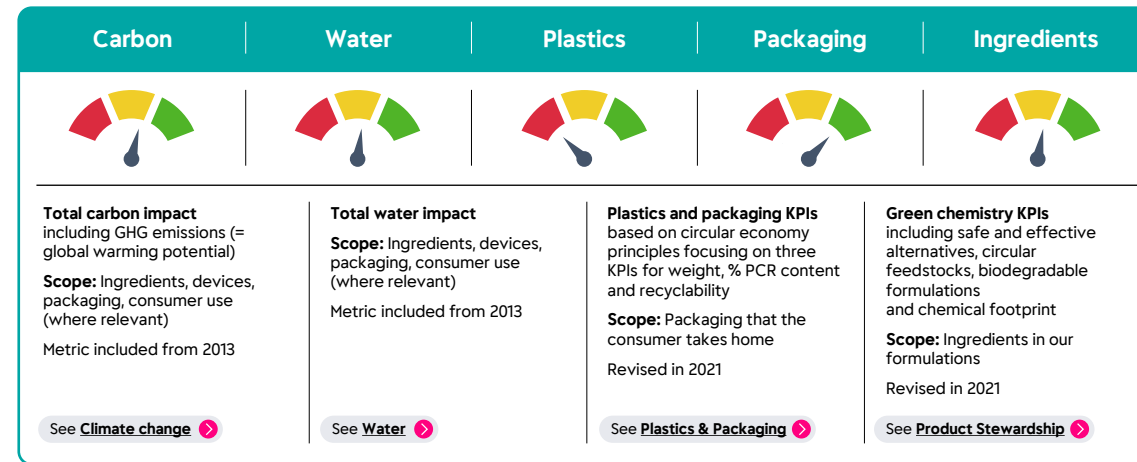
 **50% reduction in our product carbon footprint by 2030 and in our water footprint by 2040 versus 2015**

 **65% reduction in our chemical footprint by 2030 versus 2020**

 **50% reduction of virgin plastic in packaging by 2030 versus 2020**




And we're working to embed sustainability at every level of the business.

Our Sustainable Innovation Calculator helps guide us to the right decisions throughout the innovation process by measuring five key metrics:



The tool gives a red/amber/green result for each metric, as well as an overall result for the product. Each product is compared against a benchmark on a 'per dose' basis, where a dose can be, for example, one automatic dishwashing tablet or 24 hrs of pain relief or a recommended daily dose of a vitamin. This allows us to reflect improvements in dosing and concentration.

By comparing these data with the benchmark product, we are able to identify alternatives that offer better environmental outcomes. To be classed as more sustainable, the overall score of a product must be at least 10 points higher than the benchmark.

Dial score	Carbon (g CO2e/dose)	Water (Effective water L/dose)	Plastics (Reduction/%PCR/Recyclability)	Packaging (Reduction/%PCR/Recyclability)	Ingredients (Based on four Green Chemistry KPIs)	Overall score (An aggregate score of all five dials)
	≥ 10 points (≥ 10 reduction)			≥ 10 points		<b>MORE SUSTAINABLE</b> ≥ 10 points
	≥ -1.5 points to < 10 points (between 1.5% increase and 10% reduction)			> -10 points to < 10 points		<b>AS SUSTAINABLE</b> > -10 points to < 10 points
	≤ -1.5 points (≥ 1.5% increase)			≤ -10 points		<b>LESS SUSTAINABLE</b> ≤ -10 points

Our Sustainable Innovation Calculator is a streamlined product lifecycle assessment tool, which guides decision-making at a product and project level. It helps us track whether a product is more sustainable than the previous product version. It enables our product developers to understand the sustainability impacts of a product during design, make informed decisions on sustainability indicators and assess potential trade-offs in meeting our sustainability targets.

We are committed to ensuring sustainability is front and centre of our brands' purpose and product innovation, whilst maintaining superior efficacy. Our Sustainable Innovation Calculator considers key aspects of the product lifecycle to ensure innovation contributes positively to our sustainability targets. This has helped us identify new opportunities to reduce our use of plastics, carbon and water. It has also cultivated a mindset of continuous improvement across our categories backed by data to drive positive outcomes.

### Trade-offs

But it isn't always as simple as turning the dial green for all five metrics in our products. There are trade-offs involved; if we use a more natural ingredient in a product, water used in production may increase compared to the synthetic equivalent it's replacing. Similarly, a glass alternative may have a higher carbon footprint than a product's existing plastic packaging, so the seemingly more sustainable option doesn't always have a totally positive outcome. We manage trade-offs by using our Sustainable Innovation Calculator to think through these issues when we design new products or modify existing ones.



Purpose-led brands continued

# INNOVATION IN ACTION

Our product portfolio includes more than 45,000 individual product lines and we're constantly innovating to improve the environmental impact of our products. During 2023, we completed the following sustainable product innovations:



We delivered a number of improvements to our Air Wick product portfolio.

Air Wick's 24/7 Active Fresh Automatic Spray launched in Europe, Australia and New Zealand, bringing to the market the first propellant free, non-aerosol auto-spray with a water-based formula. This, in conjunction with the replacement of the tinplate refill by a plastic bottle with 50% PCR and the reduction of the packaging weight, has lowered the carbon and water impact\* of this important segment.

Across the global portfolio, we reformulated Air Wick's Essential Mist refills and reduced the packaging weight to have a lower carbon and water footprint\*.



In India, we decreased the water footprint per dose\* of Dettol's Lime Fresh Disinfectant Liquid, by removing Propylene Glycol, a raw material with a high carbon footprint. We also reduced the packaging weight of the flexi soap noodles bar soaps in India, which has improved the water and carbon impacts per dose, and we improved the recyclability of Dettol's Lime Cool Bar Soap wrapper, which is made up of almost 60% of paper.

We improved the packaging footprint and recyclability\* of Dettol's Antiseptic Liquid in Indonesia. We reduced the cap size and weight, which led to a reduction in the overall plastics/packaging weight per dose\*, and changed the packaging from Polypropylene (PP) to Polyethylene Terephthalate (PET) – the most widely recycled type of plastic.

In China, we improved the carbon and water footprint\* of Dettol's Laundry Sanitizer, driven by the inclusion of 30% PCR in the HDPE bottle, as well as product formulation enhancements.



We've been improving the packaging footprint of our Enfa portfolio.

In Vietnam and Indonesia, we've improved the recyclability\* of our Enfa A+ portfolio by removing the metalised film (MPET) layer from the solid board carton.

In the Philippines, we've reduced the amount of packaging materials\* required for our Enfa and Lactum bag-in-box (BIB) portfolios by changing the configuration to increase the pouch size but reduce the number used. Several BIBs have also had the carton sizes reduced as a result, which has decreased the packaging weight.

See [page 27](#) for more on our packaging ambitions and innovations



\*versus the benchmark product as measured by Reckitt's Sustainable Innovation Calculator