

Are You Part of the 84%?

Video Inspired by P&G Study Reveals Power of Everyday Acts for the Environment

CINCINNATI--(BUSINESS WIRE)--Effective changes don't have to start with grand acts - they can start much closer to home. According to "The Everyday Effect Study" conducted by Procter & Gamble - the Company behind brands like Gillette®, Pampers® and Pantene® - 84% of Americans say that even simple, everyday actions help them feel like they're making a contribution to the environment, and 75% say that these actions make them feel better about themselves.

To help inspire these acts, P&G is launching a new video called "Everyday Earth Day" to help show people how their own everyday actions can have a surprisingly positive impact on the environment. The video follows Dr. Forbes McDougall, P&G's global "Zero Waste To Landfill" leader, as he hits the streets to talk to people about the seemingly ordinary, everyday things they do to make a difference.

"Inspiration to reduce waste can come from anywhere," said McDougall. "At P&G, I lead a team dedicated to finding creative ways to re-use, recycle or repurpose our waste, but even I was surprised at some of the things I learned while making this film. After meeting folks who are making changes to reduce their own environmental footprint, it's clear that the everyday things we do can have a surprisingly positive impact on the environment."

In the video, McDougall also shares some surprising ways Procter & Gamble is reducing and reusing waste. Examples include an innovative partnership to turn paper sludge into low-cost roof tiles for local homes, and a program to turn diaper scraps into dashboards. Some of these creative re-use examples will be featured in an Earth Day special of The Green Room, airing on Fox Business News on April 20th, at 5:30pm EDT.

"Everyday Earth Day" can be viewed on YouTube beginning April 16th at <http://www.youtube.com/watch?v=lqfIHj5Swuo>. For Canadians, it can also be viewed in French at <http://www.youtube.com/watch?v=vp7pLkuDVpg>. And for the first time ever, P&G is inviting its fans on Facebook to visit and share the everyday things they do to make every day extraordinary, which will culminate in P&G's first ever piece of crowd-sourced copy to be showcased in July 2013. The link is at <https://apps.facebook.com/everydayeffect/>.

Forbes McDougall adds, "The world is full of people who care about the earth and are committed to taking action. We hope people will be inspired by the video to look at their own everyday actions and discover the surprisingly positive impact we can all have on the environment. That's the power of The Everyday Effect."

Notes to Editors

1 The research was carried out by SIRC on behalf of P&G in September 2012, from a sample of 1,000 people.

Examples of P&G sustainable innovation products*:

- Tide Coldwater is specially formulated for cold water conditions so you can save energy and money when you switch loads to cold. In fact, you can save up to 80% of energy in every load.

- Pantene Nature Fusion comes in bottles made with up to 59% plant-based plastic, excluding the cap.

* Sustainable Innovation Products are included if they have launched in market since July 1, 2007, and have a >10% improvement compared to a previous or alternative version of the product in one or more of the following indicators without negatively impacting the overall sustainability profile of the product: A. Energy, B. Water, C. Transportation, D. Amount of material used in packaging or products, E. Substitution of non-renewable energy or materials with renewable sources.

About Procter & Gamble

P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 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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