



2023

GOODNESS REPORT

DO GOOD FOR REAL



EST 1970

10% PROFITS TO CHARITY

DOING GOOD EVERYDAY SINCE 1970

EST 1970

10% PROFITS TO CHARITY

EST 1970

WE'RE CLEAR ABOUT OUR PURPOSE:

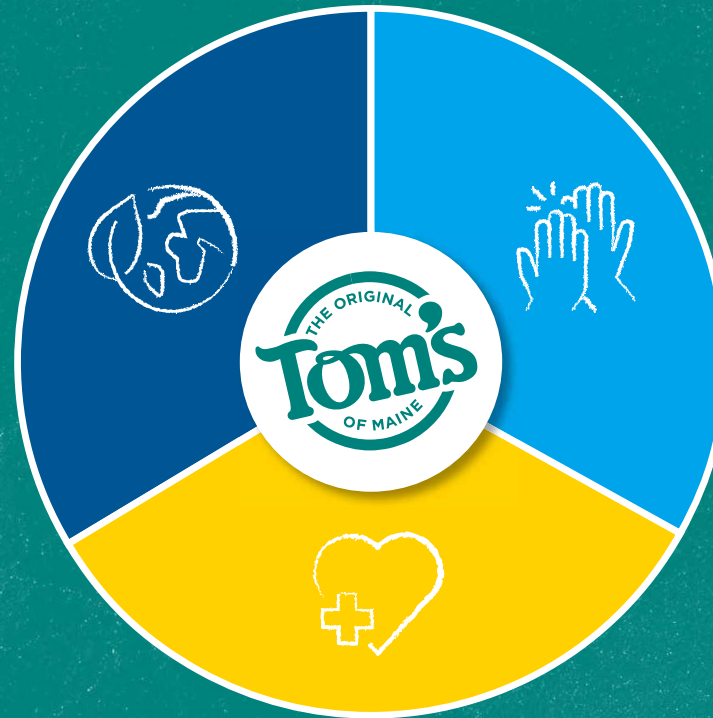
We help you live naturally without compromise.

How? By being laser focused on three key pillars that guide our business decisions.

How We Do Good. For Real.

We've set ambitious goals in each of these areas to address the topics you care about. And we're being recognized for our actions.

Planet
Climate Action and Sustainability



People
Diversity, Equity, and Inclusion (DEI) in the Environmental Space

Health
Natural Standards and
Transparency for our Products



Fast Company's "Brands that Matter 2023"

We were recognized for our climate leadership programs which promote outdoor education, equity, and fund next-generation climate projects. The annual list honors companies and nonprofits that have built cultural relevance and impact through compelling branding and efforts that extend their presence into their communities. For more on this story visit [Fast Company's website](#).

2023 Goodness Report

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2023 Goodness Day at The Ecology School at River Bend Farm in Saco, Maine.





A LETTER FROM THE GENERAL MANAGER

Welcome to Tom's of Maine's 2023 Goodness Report! Doing good is an important part of our business, and this report is where we get to show off our goals and progress.

In my second year leading at Tom's, I have seen major wins—for our employees, our communities, our products, and our planet.

You want natural products that work well, and to support companies that care about people and the planet the same way you do. You shouldn't have to choose between the two. We have a long history of doing good for our community and our planet, and this focus is as important today as it was on day one. Each year we try to do a little better, reinforcing our roots and taking action in a world that—now more than ever—needs brands to focus on doing good.

Sustainability is paramount to People, Planet, and Health; we need a focus on the future in a rapidly changing world. We won't rest on our laurels; we'll strive to set the example with a business model others can follow. As an example of our commitment, we appointed our first Director of Impact at Tom's this year to elevate our focus on doing good, both within our company and externally. We also created a Sustainability Employee Resource Group led by our Steward for Sustainability and Everyday Good at Tom's. Our goal? Everyone connected with Tom's understands sustainability and shares our vision. We believe real transformation comes from knowledge and action.

One of the accomplishments I am most proud of in 2023 was the launch of our Incubator Program. We're working with five emerging environmental leaders from underrepresented communities to help boost their inventive and inspiring solutions for a variety of climate change challenges. By partnering with these leaders and amplifying their voices, we're tackling two critical issues: climate change and equity. We're engaging diverse communities, and learning and acting together to solve the biggest problems of our time.

As we look to the future, we're confident that we are moving in the right direction. In 2022, we laid the groundwork by setting ambitious climate and social impact goals. In 2023, we are creating our roadmap to Net Zero and building the pathway to reducing our Scope 1, 2 and 3 emissions. We have also made strides in supporting plastic recycling efforts and increasing our community involvement in renewable energy here in Maine.

Thank you—for choosing Tom's on the shelves and for doing your part to consume ethically. Together, we are creating a brighter and more sustainable future.

Cris Martini
Vice President, General Manager,
Tom's of Maine & North America Sustainability



At the heart of our continued success is *you*, our truly unique customers. Individuals who are deeply passionate about the well-being of our planet and are committed to leading intentional lives. You don't compromise when it comes to the products you use on your bodies, or the impact of your purchasing power on the environment. Your unwavering dedication drives us forward."



B CORPORATION

Every day, we're working to meet the highest social and environmental standards we can. But you don't have to take it on our word alone. Take B Lab's™. In 2023 we recertified as a B Corporation against B Lab's™ rigorous standards that we first met in 2019. Our certification means that when we make business decisions, we consider not just profit, but impact on our other stakeholders, which includes our communities, consumers, employees, and the planet. And we're not alone. We're part of a growing ethical community, pushing hard for a better world. As of 2023, we're one of more than 7,000 thriving B Corps™, spanning 92 countries and 161 industries. To learn more about B Corporations, [watch this video](#).



We are growing the force for good through social media partnerships with other B Corporations such as Partake Foods, which proudly joined the ranks of fellow B Corporations in January of 2023. Partake is "Food for Good." Their approach to business follows a triple bottom line approach (people, planet, profit) that addresses food inclusivity, food insecurity, and marginalized representation in the food and beverage industry. At Tom's we're using our voice and audience to help promote other B Corps™ so we can grow the movement.

“Being a part of the B Corp community means we get the opportunity to work with like-minded companies. We were happy to partner with Tom's of Maine to share the message that business should do good for people and planet.”

- Denise Woodard, Founder & CEO, Partake Foods



Brands with the coveted B Corp™ logo work hard for their customers to meet high standards of social and environmental impact. See a fellow B Corp™ on the shelf? Support them by choosing their product, leaving a review, and following them on social media. Consumers hold power, and you can join us in our everyday good.



GOVERNANCE: 12.5

How do we fulfill our ambitious promises and encourage others to hold us accountable for operating responsibly and transparently?

WORKERS: 30.2

How well do we meet our employees' financial, physical, and mental health needs and encourage their professional development and growth?

COMMUNITY: 18.3

Do we "walk the talk" in our communities? How do we support local economies and help build inclusive, vibrant communities?

ENVIRONMENT: 17.0

What is our direct and indirect impact on climate, air, land, and biodiversity?

CUSTOMERS: 9.4

How do we engage our customers in dialogue and ensure we are creating quality products to help you live without compromise?

*Exceeding the 50.9 average score of companies undergoing the assessment.



PLANET

Our focus since 1970 has been on making great, effective, natural products, and proving business can be a force for good.

We work hard to reduce our environmental impact, with a specific focus on the areas of climate, plastics & packaging, and waste. Last year we set ambitious climate targets so you can be confident that when you choose Tom's, you are choosing a company that leads on sustainability. These goals are by no means the end of the road. We will continue pushing the standards of our industry, and elevating consumer expectations of what businesses can do as part of a global effort to accelerate action on climate change.



2023 Goodness Day at
The Ecology School at River
Bend Farm in Saco, Maine.





CLIMATE

We know you share our commitment to addressing climate change. That's why we're serious about taking action to reduce our emissions wherever we can.

GOALS

This data reflects Tom's of Maine's carbon footprint analysis is as of December 31, 2022.

BY 2040 ACHIEVE NET ZERO GHG EMISSIONS ACROSS OUR VALUE CHAIN*



PROGRESSING

We have reduced 12.7% of the emission sources included in the Net Zero boundary versus our 2020 baseline.

Reduce Scope 1 and 2 GHG emissions in our operations by 20% by 2025 versus our 2020 baseline

Reduce Scope 3 GHG emissions from Purchased Goods & Services by 20% by 2025 versus our 2020 baseline



PROGRESSING

We have reduced 0.7% of Scope 1 and 2 emissions versus our 2020 baseline. We recognize there is still a lot of work to do. Our teams are actively pursuing action plans towards our goals.



PROGRESSING

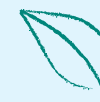
Partnering with our suppliers, we have reduced 15.7% of the purchased goods and services emissions versus our 2020 baseline.

BY 2025 100% RENEWABLE ELECTRICITY AT OUR TOM'S OF MAINE SANFORD MANUFACTURING PLANT



TECHNICALLY ACHIEVED/STILL PROGRESSING

Although 100% of the electricity is considered renewable, as we purchase Renewable Energy Certificates to cover our consumption, we intend to progress initiatives to further this goal to continue to support the renewable electricity transition.



WHAT IS NET ZERO?

You've probably seen corporate commitments to "net zero." But what does this actually mean? We are guided by the Science Based Targets initiative (SBTi), which sets a framework for corporate net zero target setting in line with climate science. This third-party guidance keeps us accountable. We're working with experts to achieve our net zero goal by driving down our emissions as far as practically possible, and we will also look to address residual emissions, by 2040.



The scale of solutions we need to face climate change requires partnership and collaboration, one company cannot do it alone. We must ask the right questions, raise our hand, and lend a hand in order to work together toward solutions."

- DJ D'Agostino, Manager, Global Sustainability



Our most recent data from 2022 continues to show a decline in GHG emissions in all categories, but we have more work to do to maximize our energy efficiency and continue reducing our emissions.

In 2023, we continued to build our roadmap to Net Zero, and take steps towards our goals by reassessing our carbon footprint and exploring new options for renewable energy at our Sanford, Maine plant. We also invested in community solar in our home state to help Maine reach its climate goals.

Renewable Electricity and Maine Community Solar Project

Tom's of Maine has been purchasing Green-e certified Renewable Energy Certificates (RECs) for over 10 years so that 100% of our electricity use in our Sanford plant is supported through wind projects; most recently we've been supporting wind farms in South Dakota, Kansas, Missouri, and Pennsylvania. We are exploring more options to expand our renewable energy portfolio across Tom's operations, like onsite renewable energy investments and local utility green power.

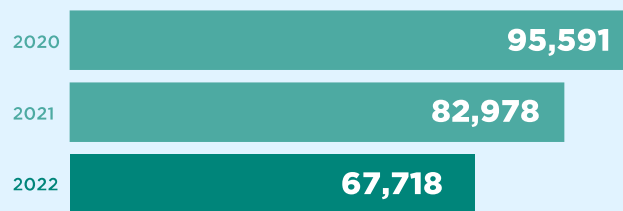


In-line with our own renewable energy goals, we also want to make sure we are supporting renewable energy right here in Maine. This year we partnered with Ampion to fill two Maine Community Solar projects, which are connected

directly into Maine's utility grid. Our 1.9M kWh enrollment represents the equivalent carbon emissions reduction of taking 183 cars off the road or planting 13,600 trees in our Maine communities. We are further excited that filling these sites helps demonstrate renewable energy demand in the state, promoting additional sites' construction.

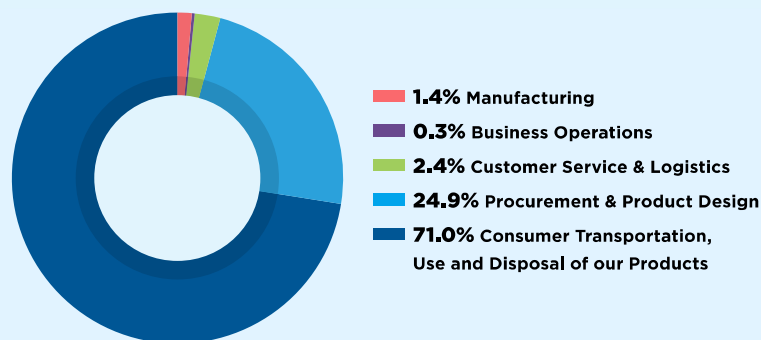
Our parent company, Colgate-Palmolive Company also made a big investment in renewable energy. During Climate Week in September, Colgate-Palmolive announced that it signed a 20-year virtual power purchase agreement (VPPA) for a new solar farm in Texas. With start-up anticipated in 2025, the project is expected to produce the equivalent of 100% of Colgate-Palmolive's (including Tom's of Maine) U.S.-based operational electricity needs. This further solidifies our company-wide commitment to renewable energy.

ESTIMATED TOTAL CARBON FOOTPRINT* (MTCO₂e)



*Includes Scope 3 optional emissions per SBTi Net Zero Standard.

2022 GHG EMISSIONS*



*Approximate percentages based on 2022 data across Tom's operations.



PLASTICS AND PACKAGING

In 2019, we launched our first-of-its-kind recyclable toothpaste tube*—but that wasn't the end of the work, as we build momentum towards wider acceptance of materials. To meet our 2025 goals and have our innovation achieve real-world impact, we are looking at the entire recycling system and are partnering with industry leaders to find solutions.

GOALS

BY 2030

100% SUSTAINABLY SOURCED MATERIALS: RECYCLED CONTENT, CERTIFIED SUSTAINABLE FIBER OR BIOBASED PLASTIC



PROGRESSING

100% recycled content deodorant barrels.

BY 2025

DESIGN AND DELIVER CIRCULAR AND ALTERNATIVE SOLUTIONS IN EACH CATEGORY THAT LEAD TO PLASTIC REDUCTIONS



PROGRESSING

Our team is hard at work on solutions—this is a work in progress.

BY 2025

SUPPORT RECYCLING COLLECTION EFFORTS THAT WOULD LEAD TO THE RECYCLING OF THE EQUIVALENT AMOUNT OF PLASTIC THAT WE PUT INTO THE MARKET



AHEAD OF SCHEDULE

Our work with The Recycling Partnership is working towards expanding recycling capabilities across the country.

*During this transition phase, your community may not yet accept tubes for recycling. Consumers should check with their local community facilities.



We aspire to a future with more circular packaging, reducing the amount of virgin plastic needed, and we hope that our actions will challenge others in the industry to raise their recycled content ambitions as well.”

– Paul Jessen, Senior Brand Manager





Increasing Polypropylene Circularity

In December 2023, we joined The Recycling Partnership's Polypropylene Recycling Coalition, which is focused on enhancing the circularity of polypropylene packaging. The Coalition provides grants to help increase access to curbside recycling for polypropylene and ensure recycling facilities can sort polypropylene successfully, while also expanding community education and stimulating end-markets by increasing the supply of recycled polypropylene. This important work supports a better overall U.S. recycling system, as well as efforts toward Tom's of Maine's 2025 target of ensuring the equivalent amount of plastic that we put into the market is recycled.



Our New 100% Recycled Content Deodorant Barrel

Focusing on a product's end-of-life isn't our only plan to achieve more sustainable packaging systems. Traditionally, deodorant packaging is composed of hard, thick plastic, to support application on skin. We knew that moving to a 100% recycled content barrel was achievable—but we had to completely redesign the structure. So, we set out to make more circular plastic packaging. Our [Stewardship Model](#) helped guide our recycled resin sourcing—all of which meets FDA, REACH, and CONEG standards. Our new barrels are 80% post-consumer waste (think: yogurt cups), and 20% post-industrial waste, all domestically sourced.

We are doing good for our customers, but also working towards a bigger picture this year—advocating for more acceptance of plastics in recycling streams, and increasing demand for recycled plastics in new products.





WASTE

At Tom's, we are always searching for new ways to improve. For the planet, for our employees, for our customers, and for our community. This year we focused our efforts on achieving TRUE® certification for zero waste at our Sanford plant, which means at least 90% of our solid, non-hazardous waste is diverted from landfills, incineration (waste-to-energy) and the environment. We have completed our application and hope to have our certification by Q1 2024. Our team in Kennebunk kicked off our TRUE® working group and is on track to start the certification process in 2024.

Switching to recyclable tubes means we can recycle our tubes and tube clippings from our manufacturing site in Sanford, Maine.*



GOALS

BY 2023

ACHIEVE TRUE® CERTIFICATION FOR ZERO WASTE AT THE TOM'S SANFORD FACILITY



PROGRESSING BUT DELAYED

Our current trajectory is to achieve TRUE® certification status by Q1 2024.

BY 2025

ACHIEVE TRUE® CERTIFICATION FOR ZERO WASTE AT THE TOM'S KENNEBUNK FACILITY



PROGRESSING

Our team in Kennebunk kicked off our TRUE® working group and is on track to start the certification process in 2024.

*During this transition phase, your community may not yet accept tubes for recycling. Consumers should check with their local community facilities.



About the TRUE® Certification

TRUE® Certification, from Green Business Certification, Inc.™ (GBCI), promotes a whole-systems approach to efficient resource use, through innovative recycling schemes, employee education, and supplier partnership. TRUE® is a zero waste certification program for businesses to assess performance in reducing waste and maximizing resource efficiency. Learn more at true.gbci.org.

TRUE® and the related logo is a trademark owned by Green Business Certification, Inc.™ and is used with permission.



PEOPLE

We exist to help people live natural, healthy lives without compromise. At Tom's of Maine, we acknowledge the disproportionate impacts of environmental problems, and the disparate harm to marginalized communities. We strive to use our privilege as a responsible business entity to address these gaps—with a focus on using communication, partnerships, and financial contributions to educate and influence change.

In 2023, we continued on our journey to build and nurture a culture at Tom's where we embrace differences and where everyone can flourish as their best selves. We're learning more about equity in the environmental space, and tackling the issues we stand for through our work. We all deserve access to a healthy life, regardless of our socioeconomic status, race, age, gender, neighborhood, or any other factor. At Tom's, we place people and equity at the center of our social impact work.

We also embraced the critical role we have in shaping how trust and inclusion strengthens an impactful organization. Fifty percent of our employees participated in a manager-led Trust in Action Workshop where the team experienced building and breaking trust simulations, and learned about the role we each play in creating an environment of trust and inclusion. We left with the tools we need to recreate these spaces in our day-to-day work, to cultivate better interpersonal relationships, foster open communication, and participate in inclusive decision-making.



Marketing Team
Volunteer Day at Habitat
for Humanity ReStore
in Kennebunk, Maine.



Allison Beane and
Katie Rhodes from
our Sanford plant.





EMPLOYEES

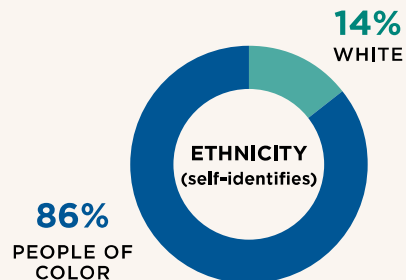
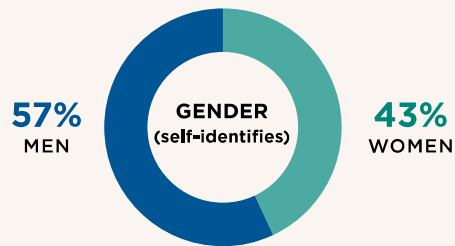
We invite our employees to be creators, innovators, and leaders for the business they want to work for, and the world they want to live in. We honor feedback, and act to maintain belonging and purpose for every employee. Our goal is to have our workforce be reflective of our customers and the broader population—by prioritizing inclusive hiring practices, supporting leadership among our employees of color, and fostering open communication about our Diversity, Equity, and Inclusion values.



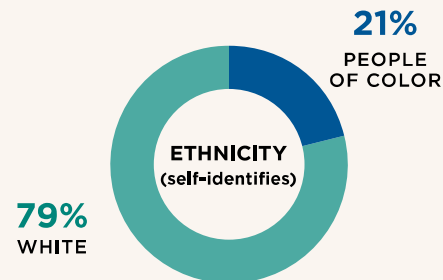
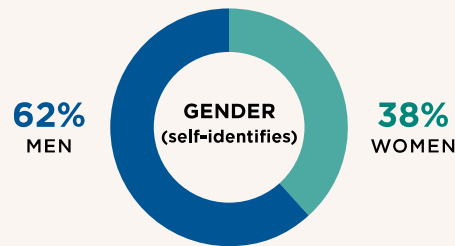
Tom's 2023 Halloween Party, Kennebunk, Maine.

Tom's Leadership*

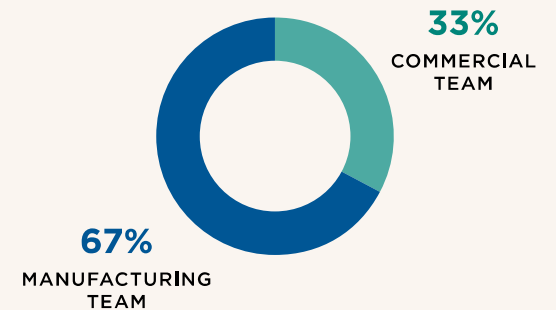
Defined as Directors and above.



Tom's Total Workforce*



Tom's Workforce*



*Figures are approximate and as of November, 2023.



Onsite food scraps are composted and used in the community garden.

The Sanford Engagement Team: Celebrating Our Purpose Through Everyday Actions

In June 2023, a remarkable group of employees launched our Sanford Engagement Team. Their mission? To create a workplace that energizes our plant employees, celebrates community, and centers our Purpose in everyday activities. Team members represent each department and shift, bringing our diverse, hardworking employees together, encouraging conversations across roles and job titles.

What does engagement look like on the ground? One example is how our Sanford employees share in the intentional upkeep of our new employee garden, which lives just outside our plant's front doors. It features native plant species, handicap-accessible lunch tables, and nourishes our community by providing more time spent outside and produce that is available to all employees.



The revitalization of the garden is a great example of how our manufacturing team comes together inside and outside of the factory. We have a strong, passionate team that is dedicated not only to the quality of our products, but the quality of our community.”

- Julie Sprague, Senior Manager, Quality

SOCKTOBER Warm Hearts, Warm Feet Sock Drive

2023 marks the fourth anniversary of our SOCKTOBER initiative at the Sanford plant, organized by our plant administrator Debbie Petersen. The program rallies support for the York County Shelter through new sock donations, and has garnered enthusiastic participation site-wide. The simple act of providing clean socks directly impacts the comfort and hygiene of those facing homelessness. With the growing number of individuals in need, exemplified by the sharp increase in homelessness documented during the January census, SOCKTOBER and similar initiatives play a pivotal role in addressing the needs of our community.



I enjoy volunteering, and SOCKTOBER falls right into that category for me. I've been fortunate to always have a roof over my head and feel for those less fortunate. For me, it's a little thing to do, but for those in need, having warm feet can really make a big difference.”

- Debbie Petersen, Sanford Plant Administrator



DIVERSITY, EQUITY, AND INCLUSION (DEI)

As responsible stewards of the environment, advocating for Diversity, Equity, and Inclusion (DEI) is an important part of our role. We recognize the disproportionate burden placed on marginalized communities by the effects of climate change. We direct our resources to help address these inequities through employee and consumer education and providing financial support to individuals and groups actively working for change.

2023 Goodness Day at
The Ecology School at River
Bend Farm in Saco, Maine.



DIVERSITY celebrates and embraces all of the individual differences that make people unique. At Tom's, we actively seek out and integrate a variety of perspectives to make our community stronger.

EQUITY provides access to resources, as well as systems and processes, so that everyone has an opportunity to flourish. At Tom's, our approach to addressing disparities in the environmental space focuses on actions that promote fairness and justly enable access to nature.

INCLUSION is about maintaining spaces for people to be authentic and feel valued. To foster this, Tom's of Maine actively creates a courageous sharing and learning environment that is built on mutual respect and interpersonal safety to ensure everyone has a feeling of belonging.

GOAL

EDUCATE ON ISSUES OF DIVERSITY, EQUITY, AND INCLUSION, BOTH INTERNALLY AND EXTERNALLY.





2023 DEI Committee Members



ANGELIQUE JNO BAPTISTE
Director of Human Resources



CHELSEA GARDNER
Brand Manager



JAZ FOSTER
Insights Manager



MALLORY STRANGE
Associate Brand Manager



MICHELLE WARING
Steward for Sustainability and Everyday Good



ROB ROBINSON
Director of Impact



VICENTE VASQUEZ
Senior Brand Design Manager

Throughout 2023, our steering committee remained dedicated to educating employees on the intersection of DEI and climate change. We hosted *Learning Fridays* with our employees and are working to embed these values more holistically into our business. During one of our Learning Friday sessions, our Director of Impact Rob Robinson, shared a B Lab Climate Justice training with staff. Ultimately, we want every employee to feel comfortable enough to be their true, authentic selves and to be ambassadors of change both at Tom's of Maine and in their communities.

Our Partnership with Thatcher Brook Center

Workforce diversity and inclusion can take many forms. We're proud of our long standing partnership (over 10 years) with Thatcher Brook Center, a not-for-profit program based near our Sanford plant. Thatcher Brook focuses on improving the quality of life for clients with disabilities, and their services include helping clients find meaningful work. We're proud to say that our dental floss is packed by Thatcher Brook talent. We work with Thatcher Brook job coaches to ensure workers with disabilities have the flexibility in hours and other accommodations they need, as well as learning and growth opportunities. That's what we call a win-win!



Our DEI Steering Committee creates an opportunity to safely lean into discomfort while addressing difficult topics related to DEI and environmental-related inequities. This work invites courage, and demonstrates how we can change the world and be a force for good, together."

- Angelique Jno Baptiste, Director of Human Resources



Tom's of Maine Incubator: CHANGE IS WHAT WE MAKE.

The impacts of climate change are a daily reality for many communities across the U.S., yet those hit the hardest are often underserved and underrepresented in the climate movement. The voices most affected by climate change are rarely reflected or engaged in finding solutions.

In January 2023, we announced the inaugural winners of the Tom's of Maine Incubator to help address this discrepancy. Five environmental leaders from underrepresented communities received funding, mentorship, and support from climate-involved business and advocacy leaders. We concluded year one of the Incubator with a three-day immersive Incubator Summit in Maine, where we brought together the members and mentors for featured workshops, progress presentations, member showcasing, and peer-to-peer relationship building. These Incubator members are doing good. For real. And we are proud to use our platform to support their work and amplify their voices.

We launched year two of the Incubator program at ClimateWeek NYC in September, where we hosted a panel at the NEST Climate Campus, featuring some of our Incubator Alumni, "How Youth Are Setting the Pace for Climate Equity." We're excited to announce our next cohort of Incubators in January 2024. Stay tuned and follow along [@toms_of_maine](#) and see how these people are working to change the world.

2023 Incubator Summit, Gulf of Maine Research Institute in Portland, Maine.



It's not just giving a young person a seat at the table—it is resourcing that seat. It is putting them in positions of leadership to actually make a long-lasting difference."

– Kristy Drutman, Co-Founder of [Green Jobs Board](#), Incubator Mentor



SUPPORT EMERGING ENVIRONMENTAL LEADERS FROM UNDERREPRESENTED COMMUNITIES.

Each of the 5 Incubators gets **\$20,000** in funding, is matched with a mentor, and participates in workshops and networking throughout the program.



MEET THE MEMBERS



ALEXIA LECLERCQ, 22

Grassroots environmental justice organizer

Co founder: [Colorado River Conservancy](#) and [Start:Empowerment](#)

Impact: Through the Incubator's funding and Alexia's determination for equal representation in the climate movement, they were able to fund 12 Youth Vanguard, six trainings, allocate additional stipends to their team, and advance 12 social and environmental projects.

ALIYAH COLLINS, 24

Climate trauma healer

Founder: [EcoHealing Project](#)

Impact: Aliyah launched her initiative, the EcoHealing Project, at Historically Black Colleges and Universities (HBCUs). She piloted her program at Bennett College in fall 2023 to engage underserved students on the intersection of climate change and spiritual healing.

BODHI PATIL, 21

Ocean climate solutionist

Founder: [Ocean Uprise](#)

Impact: Bodhi attended key conferences and thought-leader events, such as the UN General Assembly, which allowed him to develop relationships with new stakeholders and investors for Gen-Z solutions. He advocated for ocean protection through the high seas treaty and helped to change policy globally. Following the Incubator program, he was selected for 776 Foundation's Young Climate Leaders Fellowship.

SANJANA PAUL, 26

Climate action leader

Co Founder: [The Earth Hacks Foundation](#)

Impact: Sanjana scaled her organization by increasing marketing efforts, connecting with more diverse partners, and improving upon management functions and operations, to reach a wider audience about Earth Hacks.

WAWA GATHERU, 24

Climate storyteller

Founder: [Black Girl Environmentalist](#)

Impact: Through the Incubator, Wawa was able to harness the funding and mentorship to scale her work leading Black Girl Environmentalist's programming to elevate early career Black women and gender expansive individuals in the climate sector. Black Girl Environmentalist was able to onboard two fellows, receive legal support with a trademark lawyer, and revamp the organization's website and overall branding.



GIVING FOR GOODNESS

We have a firm belief that collective everyday action creates a positive impact for people and planet. Together we can achieve so much more than one person or organization can alone. That's why we mobilize our employees, our community, and our partners to work together for everyday good. For us, this looks like our annual corporate philanthropic and community engagement, Giving for Goodness. Each year, we give 10% of our profits to organizations that align with our values, and further our mission of doing good every day.



GET INTO NATURE Equitable Access to the Outdoors

Time in nature is good for us. Being outside boosts positive outcomes for physical and mental health, but existing barriers and inequalities mean nature is not accessible to everyone. Our Get Into Nature program is a \$3 million collaboration with the National Recreation Foundation (NRF) focused on creating meaningful change around access to the outdoors. With our financial support, NRF provided capacity building programs and grants to four cohorts of organizations doing the work on the ground to connect the next generation to nature. As of September 2023, this important initiative has supported almost 50 organizations in 33 states. One of these is Wild Diversity, a group that promotes community and belonging in the outdoors for BIPOC and LGBTQ+ communities. Working with NRF, our investments have helped boost advocacy,

heal trauma, educate, and so much more. Across all four cohorts, 87% of NRF grantees that received funding specifically serve youth of color and nearly 70% are BIPOC-led. Now that's what we call real impact.

THE CLIMATE INITIATIVE (TCI) Empowering Climate Champions

TCI uses education and engagement tools to empower youth to steward our planet and catalyze climate action and the transition to climate-resilient communities. In 2023, through a Tom's of Maine grant, TCI was able to train high school educators across the country in their Climate Justice and Equity (CJE) Learning Lab and experienced major growth in CJE sign-ups, with over 50,000 high school students participating in the Learning Lab module this year alone. Tom's was also a key sponsor of TCI's 3rd Annual National Climate Educator's Retreat in Maine, where over 60 educators participated and left equipped to empower their own students with non-partisan climate programming in their classrooms.



WILD DIVERSITY Building the Next Generation of Outdoor Enthusiasts

Wild Diversity creates a bridge between BIPOC and LGBTQ+ communities, and the outdoors through group adventures, skill building, and education. For years, people of color and marginalized groups have been pushed away from natural spaces, through economic disparities, loss of native lands, displacement and gentrification, and deep rooted environmental racism. Nature gives us all perspective; it's something that is bigger than all of us, that unites us, that inspires us. Wild Diversity is equipping the next generation of outdoor enthusiasts to care for our planet and to build a community for larger representation in the outdoors.

GOODNESS DAY 2023 At The Ecology School at River Bend Farm in Saco, Maine

The Ecology School educates our young citizens across New England about conservation, farming, and sustainability through immersive, living and learning programs at its 311-acre campus, which includes two of the greenest buildings in the state. Our employees came together to beautify the school campus in preparation for students' arrival in the fall. In addition to our hands-on volunteer day, we created a \$25,000 scholarship fund every year for the next three years so students from low income Maine communities can attend The Ecology School's overnight school programming. Our employees also made 1000 hygiene kits with Tom's products to donate to Maine Needs and United Way Southern Maine, two organizations who are supporting the most vulnerable in our community.





HEALTH

Choosing products that are good for you shouldn't be difficult. The information you need should be at your fingertips and easy to understand.

We pride ourselves on transparency. This starts by outlining our standards for creating natural, safe, and effective products. But we go deeper than that by publishing the purpose and source of our ingredients and why we use them.





STEWARDSHIP MODEL

Every ingredient we use goes through our Stewardship Model review process, which directs our standards for creating natural, safe, and effective products. Packaging choices are also guided by the Stewardship Model as we are always striving to improve sustainability.

FREE FROM

- ARTIFICIAL FLAVORS
- SYNTHETIC FRAGRANCES
- ARTIFICIAL COLORS
- ARTIFICIAL SWEETENERS
- SYNTHETIC PRESERVATIVES
- ANIMAL INGREDIENTS*

*Except for some beeswax-derived ingredients in some products.



Our ingredients are sourced and derived from nature



Thoughtfully designed without BPA and excess waste



We are currently considering how we can include the carbon impact and lifecycle analyses of ingredients in our decision-making processes, to lead us towards our Net Zero goal.



Justin Boudrow, Alejandro Meneses, and Paul Jessen showing off the efficacy of our deodorant.





STEWARDSHIP MODEL IN ACTION

Through our Stewardship Model, you can decide exactly which product is right for you. We list every ingredient with its purpose and accompanying fact sheets. We even list all of the components used in our flavors and fragrances down to 100 parts per million.



FLUORIDE-FREE ANTIPLAQUE & WHITENING TOOTHPASTE



NO ARTIFICIAL FLAVORS, COLORS, OR PRESERVATIVES



Explore Our Ingredients

Learn about the naturally sourced and derived ingredients included in Tom's of Maine Natural Personal Care Products.

Education is important, We want you to have all the information you need to make the best choices for you and your family.

Our impact is larger than just the products we put on shelves. We work hard to ensure our ingredients are sourced responsibly by ensuring our suppliers comply with our stewardship model and understand our values.

We list each ingredient found in the antiplaque and whitening toothpaste (and all of our products).

INGREDIENT

- [Calcium carbonate](#)
- [Glycerin](#)
- Water
- [Xylitol](#)
- [Hydrated Silica](#)
- [Natural Flavor](#)
- [Zinc Citrate](#)
- [Sodium lauryl sulfate](#)
- [Carrageenan](#)
- [Sodium bicarbonate](#)

PURPOSE

- Mild abrasive
- Moistener / Humectant
- Consistency
- Sweetener
- Cleaning / Polishing
- Flavor
- Freshen Breath
- Dispersant / Foaming agent
- Binder / Gum
- Mouth Freshness

SOURCE

- Purified Calcium From The Earth
- Derived from Vegetable Oils
- Aquifer
- Derived From Birch Trees Or Corn
- Derived from purified silica from The Earth
- Spearmint (Mentha Spicata) Leaves And Other [Natural Flavors](#)
- Derived From Purified Zinc From The Earth
- Derived From Coconut And/Or [Palm Kernel Oil](#)
- Derived from seaweed (Eucheuma sp.)
- Purified [Sodium bicarbonate](#) From The Earth

Our favorite partner.



2023 GOODNESS DAY
The Ecology School at River Bend Farm in Saco, Maine



Contact:
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Steward for Sustainability and Everyday Good
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All statements in this report that are not historical, including targets for and projections for future results, the expected achievement and effect of our sustainability strategies and initiatives, and the amounts and timing of their expected impact are “forward-looking statements” within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 and the rules, regulations and releases of the U.S. Securities and Exchange Commission (SEC). Forward-looking statements generally can be identified by words such as “believes,” “expects,” “estimates,” “intends,” “plans,” “strives,” “may,” “could,” “projects,” “should,” “will,” “continue,” “targets” and other similar expressions, and are based on management’s views and assumptions as of the date they were made. This report is issued as of February 5, 2024 and, except as required by law, we undertake no obligation to update these statements as a result of new information and we make no representation, express or implied, that the information is still accurate or complete. We caution that such forward-looking statements are not guarantees of future performance and that actual events or results may differ materially from these statements due to a number of factors. Information about factors that could impact our business and cause actual results to vary, possibly materially, from these forward-looking statements, can be found in Colgate-Palmolive Company’s filings with the SEC, including the information set forth under the captions “Risk Factors” and “Cautionary Statement on Forward-Looking Statements” in Colgate-Palmolive’s Annual Report on Form 10-K for the year ended December 31, 2022 and subsequent filings with the SEC.