

P&G

Product Safety and Regulatory Affairs

Rick Hackman

The Procter & Gamble Co.

From a Modest Beginning to.....



William Procter &
James Gamble (1837)

The Procter & Gamble Co. Highlights



- **Established in 1837 by William Procter & James Gamble**
- **Started first profit-sharing program for all employees in 1887**
- **Pioneering work in Market Research**



- **Operations in over 80 countries**
- **140,000+ employees worldwide; 6000+ scientists**
- **Annual Revenue about \$67.9 Billion**
- **More than 25 R&D Centers in 12 countries**
- **More than 140 manufacturing plants in 40 countries**

P&G Billion Dollar Brands

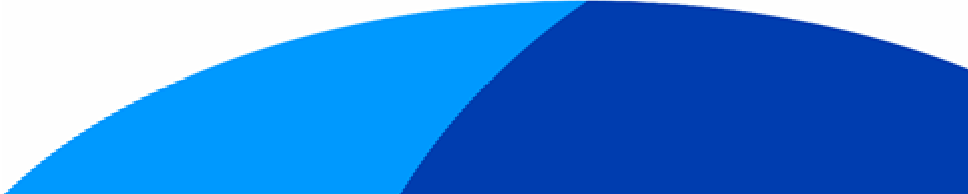


P&G has 22 billion dollar brands:

Actonel - Always - Ariel
Bounty - Braun – Charmin
Crest – Dawn
Downey/Lenor – Duracell
Folgers - Gillette
Head & Shoulders - Iams
Mach 3 – Olay - Oral B
Pampers - Pantene –
Pringles - Tide - Wella

P&G SAFETY POLICY

“Ensure that our products, packaging and operations are safe for our employees, consumers and the environment, and comply with all applicable regulations.”



OUR VALUES DRIVE THIS POLICY

Statement of Purpose: “Provide products and services of superior quality and value that improve the lives of the world’s consumers.”

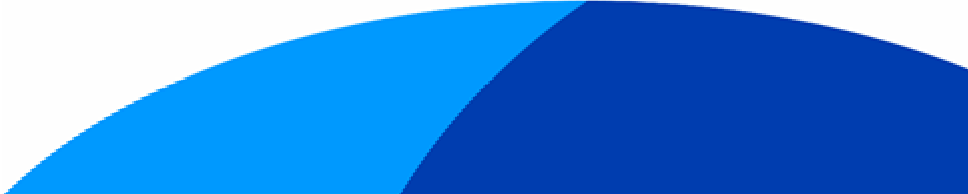
Core Value – Integrity:

Do the right thing.

Operate within the letter and spirit of the law.



PRODUCT SAFETY AND REGULATORY AFFAIRS

- **Over 400 Scientists and Regulatory Professionals**
 - **Expertise includes: life scientists, toxicologists, physicians, nurses, engineers, chemists, etc.**
 - **Each Business unit has toxicologists and regulatory professionals responsible for their products**
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PREMARKET SAFETY AND REGULATORY REVIEW

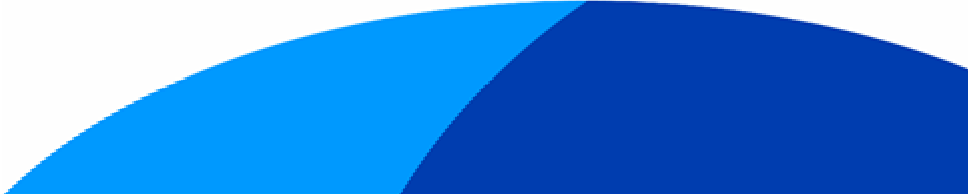
- **Product safety clearance for all products**
 - **Regulatory clearance for all products (CPSC, EPA, FDA, DEA, State Regulations, etc.)**
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P&G Discovery Center, Cincinnati

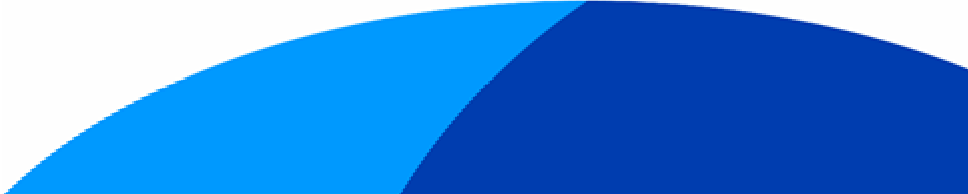
- 3 Rooms for Interactive Testing with babies and parents.
- 1 Focus Group Room/ Viewing Room/ Break Out Room.
- Visual Computer Testing Room
- Shopping Lab
- Take Home Place (large area for pick up and drop off of all take home studies)



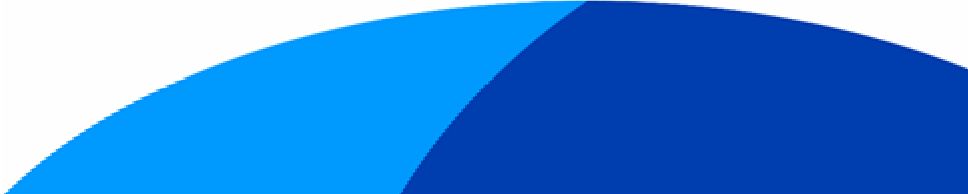
MARKET SURVEILLANCE

- **1-800 line on products**
 - **Over 3 million consumer calls/e-mails/letters per year**
 - **Product Safety Surveillance System**
 - **University of Cincinnati Drug Information and Poison Control Center**
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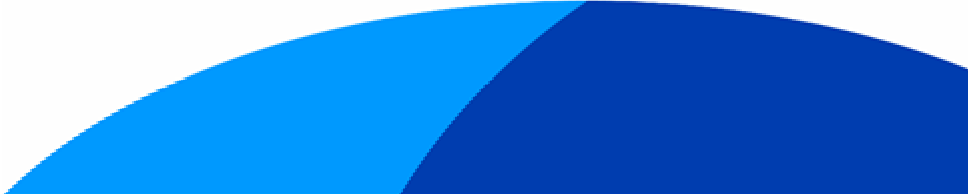
PRODUCT SAFETY SURVEILLANCE SYSTEM

- **Reviews all product safety reports, concerns and allegations**
 - **Directs comments to toxicologists and medical professionals for follow-up as needed.**
 - **Performs data and trend analysis**
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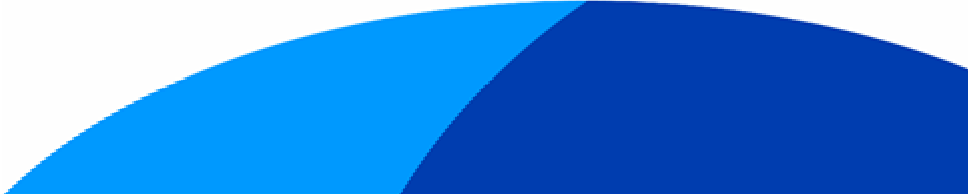
OTHER CONSIDERATIONS

- **Assistance from CPSC**
 - **Expert consultants (toxicologists, physicians, product safety testing labs, etc.)**
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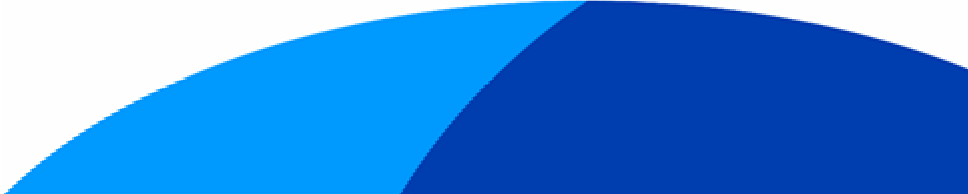
CONSUMER ASSISTANCE

- **Product Safety Surveillance contact with consumers**
 - **Poison Control Cards**
 - **MSDS on pg.com**
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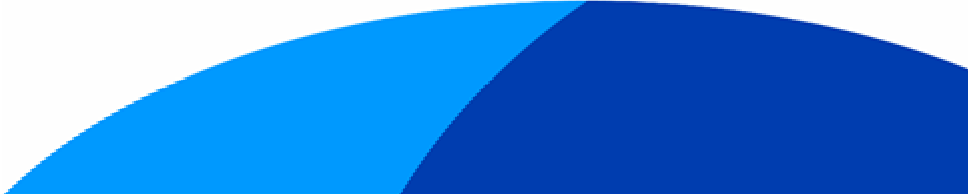
Conclusions & Observations (aka..Rick's Rules of the Road)

- The consumer really is boss.
 - With a few notable exceptions (products known to be inherently dangerous), consumers expect the products they use to be safe (and they will punish you if they are not).
 - You may never satisfy them, but you need to listen to your critics as well as your supporters.
 - Every crisis contains the elements of danger & opportunity (wei-ji).
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Conclusions & Observations

- **Embrace change – it is a constant. (“It is not the strongest or most intelligent who survive, but the most adaptable to change.” Darwin)**
 - **Plan for the unexpected. Conduct worst case scenarios, adversarial panels, etc. You must be willing to live with the consequences.**
 - **It takes sustained effort over time to build your reputation and only one or two badly handled incidents to ruin it.**
 - **If you are not investing in your systems, they will decay.**
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Conclusions & Observations

- **Aspire to what you can achieve. Companies should be part of the solution.**
 - **Do the right thing. Over time, doing (or trying to do) the right thing will pay off.**
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Touching lives, improving life. *P&G*

