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2022 Goodness Report

# GOOD

# FOR REAL!







# PLANET PEOPLE HEALTH

To harness the power of nature  
to create a healthy future  
for all people.



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# A LETTER FROM THE GENERAL MANAGER

Welcome to our 2022 Goodness Report! This is my first year at Tom's of Maine, and I'm so thrilled to join this team, not only for the great products that Tom's offers, but also for everything we do for the planet and our communities!

We have much to be proud of at Tom's. More than fifty years ago, we were founded by Tom and Kate Chappell, two parents who were on a journey to care for the health of their children. Through the years, we've put our hearts and souls into providing people with natural oral care and personal care products that work well and in a manner that reflects our commitment to protecting our planet, and the people and communities that inhabit it.

Doing good isn't a trend—it's been a part of who we are since 1970. But we know we must continuously evolve and do better. Our sustainability goals put us on a path to make a great impact towards reducing our carbon emissions and water usage, sending less waste to landfill, and improving the sustainability of our packaging.

Importantly, to stay true to our mission of creating a healthy future for all people, we must focus our work on the most marginalized and vulnerable communities. As a company that has a long history of environmental stewardship, we see climate change as the greatest threat to a

healthy future for people and our planet. But for some people, the risks are larger and more dangerous. Low-income communities and communities of color will disproportionately bear the brunt of the most devastating impacts of the climate crisis. While no one person or business has the answer to solving climate change, we know that if we center our work on the most marginalized communities, we'll be making a real difference.

Through our Diversity, Equity and Inclusion (DEI) program, we are learning how to incorporate these values more effectively into our daily work. We will also focus our partnerships and corporate giving efforts to address DEI in our environmental and climate change work.

Our commitment to the planet, people, and health all intersect with our mission to create a healthy future for all people. And it shows up in everything we do—being a Certified B Corp, measuring our impact and setting sustainability goals, creating an inclusive environment for our employees, engaging with our communities and perfecting



our ingredients. We have the opportunity to be a leader in our industry and communities, and this report is evidence of where we can go. It's an honor to be able to carry the vision of the founders that is even more important now than it ever has been!

Thank you for your time, we look forward to your feedback.







Jodie Howard, Marketing, planting American Chestnut Trees with the American Chestnut Foundation of Maine in Cape Elizabeth



# PLANET

We are on a mission, the same mission since day one our company was founded with—to make products that are good for you and good for the planet! We are driven by this mission today and continuously look at our operations and value chain to identify and address ways we can do our work using less energy, less water and producing less waste. This past year, we revisited our goals and elevated them to better guide us in our sustainability efforts. We have identified three areas of focus: climate change, plastics and packaging, and waste. These goals do not represent an end target for our sustainability efforts, but instead, motivate us to report our progress and internally hold ourselves accountable to continuously improve our efforts.

Tom's closely collaborates on its environmental efforts, particularly those related to climate change, with its parent company, Colgate-Palmolive Company. Since 2015, Colgate-Palmolive has engaged with the Science Based Target Initiative (SBTi), a coalition of the Carbon Disclosure Project (CDP), the United Nations Global Company, World Resources Institute and the World Wide Fund for Nature, to set meaningful climate targets aligned with the most ambitious designation available through the SBTi process. In September 2022, Colgate-Palmolive was the first multinational company in our sector to announce Net Zero emissions reduction targets approved by SBTi. As Tom's continues its own climate journey, this collaboration will guide our efforts to achieve our own climate ambitions.





# MEASURING OUR IMPACT

## Climate Change

We began tracking our carbon emissions in 2017 and now, through a third-party assessment, we have a better understanding of the areas in Tom's operations and products that are the most carbon and water intensive. The carbon emissions that result from our own electricity and fuel usage (Scope 1 and Scope 2) in 2021 are relatively modest, approximately 1% of our total greenhouse gas (GHG) footprint. The rest are Scope 3 GHG emissions that arise from categories such as how consumers use our products, the raw materials we use, shipping and logistics, and the end of life of our products. During the 2021 calendar year, the emissions coming from consumer use of our products made up about 55% of our carbon footprint while purchased goods and services were another 24%. Roughly 12% of our 2021 emissions were from the end-of-life treatment of our sold products. Other emission sources contribute around 9% to our total carbon footprint. In total, our 2021 emissions decreased by about 13,000MT CO<sub>2</sub>e, or 14%, compared to 2020.

An action we are taking to address the direct contribution of our operations to climate change is to minimize the amount of energy we use and to ensure we are using the cleanest types of energy available. We source renewable electricity from our energy providers, where possible, and are looking to diversify our renewable energy portfolio onsite at our manufacturing facility in Sanford, Maine.

We are also addressing the emissions that come from the vehicles used to transport raw materials to our sites and our finished products from our sites to stores and distribution centers. In 2021 and 2022, we launched two initiatives with customers and suppliers to reduce those emissions through more efficient transportation options. For example, in partnership with our customers and a third-party freight consolidator, we now consolidate product shipments and send them directly to customer distribution centers. Then, our products are delivered to individual stores. This is a far more efficient way to move products around; it reduces road-miles traveled and GHG emissions.



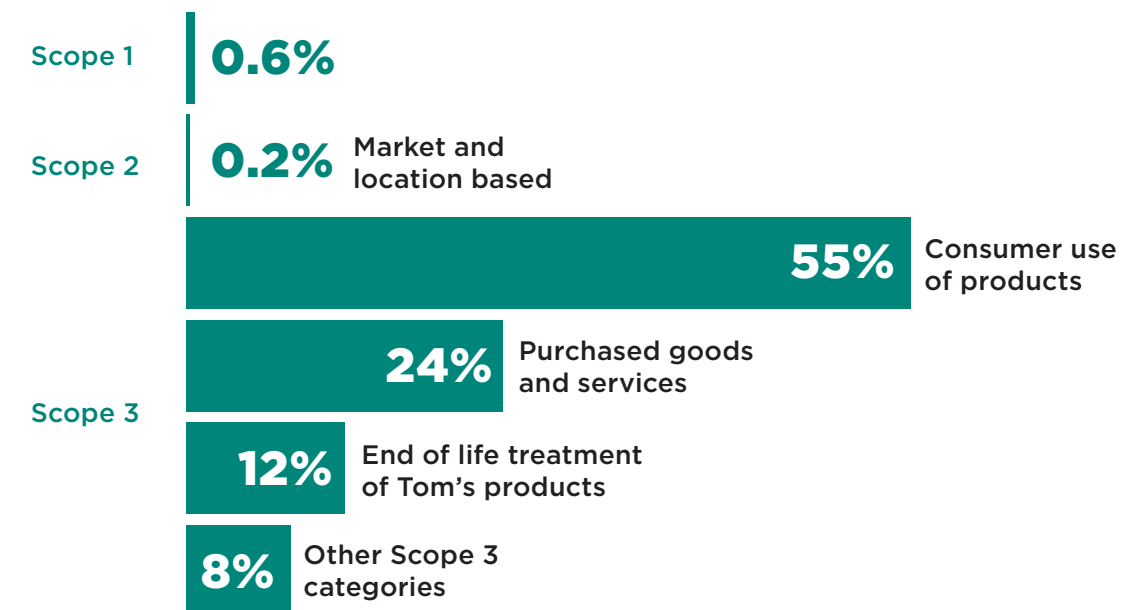
Because of the standards we have as a company, a group of our employees encouraged us to become a Certified B Corporation. The B Corp certification is a leading corporate standard for transparency, accountability, social responsibility, and environmental performance that is managed by the nonprofit organization B Labs.

At the beginning of this process, we became a public benefit corporation (PBC) that fundamentally changed our business model. As a PBC we are obligated to balance the interests of our stakeholders (employees, consumers, and the communities); to focus our work to promote human and environmental health through sustainable business practices; to include naturally sourced and derived ingredients in our products; and to support charitable organizations who are aligned to our mission of creating a healthy future for all people. In 2019, we completed the rigorous process and officially earned our B Corp certification! To retain our B Corp status, we are required to undergo a recertification process every three years to measure our performance across five categories: governance, workers, customers, community, and the environment.

## ESTIMATED TOTAL CARBON FOOTPRINT (MT CO<sub>2</sub>e)



## 2021 GHG EMISSIONS\*



\*Approximate percentages based on 2021 data across Tom's operations





## Water Usage

We also track our water use and are working to reduce the water used in our buildings and manufacturing processes. Tracking our water usage also allows us to make targeted investments in conservation technologies and processes that save water and energy and reduce GHG emissions. One simple example is the motion-activated sinks we installed at our Kennebunk office and Sanford plant to reduce water use.

The majority of our water impact comes from the manufacturing of our products and when they are used by consumers. Therefore to reduce our water footprint, we aim to source raw materials that have a lower water footprint, and design products that require less water when they are used. This is how we can help make an impact!



Rapid Relief Sensitive toothpaste at our plant in Sanford Maine.

## Setting Climate Goals

We have focused on sustainability since day one at Tom's. However, we recognize that we can always do better. To guide us in our sustainability journey, this year we created the following carbon footprint goals to hold ourselves accountable and track our progress over time.

### ACCELERATE ACTION ON CLIMATE CHANGE

» **Achieve Net Zero GHG emissions across our value chain by 2040\***

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

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

» **Achieve 100% renewable electricity at our Tom's of Maine Sanford manufacturing facility by 2025**

\*Excludes Scope 3 optional emissions per SBTi Net Zero Standard





# PLASTICS AND PACKAGING

One of the most visible aspects of packaging is the waste generated by our operations and products, and reducing this is important to us. But simply reducing waste within Tom's isn't enough. We are working to provide opportunities to support a more circular economy and help our users reduce their own waste.

Something we are particularly interested in is decreasing the amount of plastic used in our operations and products. Materials that are long-lasting, like plastics, have a large impact on the planet. We want to do our part to minimize their usage and encourage recycling and reuse in the plastics we do use. In 2021, 92% of our packaging was recyclable and 62% of our packaging contained recycled content, primarily driven by our carton, corrugate, and mouthwash bottles, the latter of which is made of 100% post-consumer recycled material. Our aspiration is to deliver our products without the use of *any* virgin plastic or excess packaging. Our targets around plastics align with the [Ellen MacArthur Foundation Global Commitment](#), once again holding us to certain standards to advance our sustainability commitments.

## Recyclable Tube

Did you know most toothpaste tubes can't be recycled? Always driven to lead, together with Colgate-Palmolive, Tom's released our first-of-its-kind recyclable toothpaste tube in 2019! This tube is made with #2 HDPE, the same plastic used for milk and detergent bottles, and was the first tube recognized by the Association of Plastic Recyclers.

Since our launch, other major toothpaste brands have publicly committed to switching to recyclable HDPE toothpaste tubes by 2025, and the industry transition is happening now. While the transition is happening, your community may not yet accept tubes for recycling. Check locally. You can learn more [here](#).

THE FIRST OF ITS KIND  
RECYCLABLE TUBE

## Plastics and Packaging Goals

Our strategy includes addressing packaging and plastics in three ways: incorporating more sustainably sourced materials, creating an action plan to use less virgin plastics, and creating circular solutions where waste streams can be recycled or reused to reduce the amount of waste that is ultimately sent to landfills.

➤ **100% sustainably sourced materials: recycled content, certified sustainable fiber or bio-based plastic by 2030**

➤ **By 2025, design and deliver circular and alternative solutions in each category that lead to plastic reductions**

➤ **By 2025, we intend to support recycling collection efforts that would lead to the recycling of the equivalent amount of plastic that we put into the market**



## Waste at Plants

The waste we generate at our office and plants is another focus for us. Our plant in Sanford, Maine has implemented many waste reduction measures and is on track to achieve Total Resource Use and Efficiency (TRUE®) certification by the end of 2023. TRUE®, a zero-waste program assesses business performance in reducing waste, while also encouraging employee engagement to find effective ways to manage waste diversion. For a facility to achieve this certification, it must meet a minimum of seven program requirements, such as achieving an average of 90% or greater overall diversion from landfill, incineration, and the environment for the most recent 12 months and attain at least 31 points on the TRUE® Scorecard. Learn more at [true.gbci.org](https://true.gbci.org).

Since 2018, the Sanford plant has been composting our “waste paste”—toothpaste scrapped during normal operations. But we were still unable to compost the toothpaste that had already been filled into our tubes. With our recyclable tube, we now have a vendor with the capability to remove the toothpaste from the tube for composting, as well as recycle all of the packaging from this process.

Until we started this effort, these filled tubes were the biggest barrier for us to achieve our goal of zero waste to landfill. Finding a solution to this challenge is an example of how we constantly evolve our waste strategy across our operations to thoughtfully decrease our overall waste output.



Tom’s of Maine has partnered with TerraCycle since 2013 to increase recycling capacity for Tom’s products. TerraCycle provides an end-of-life packaging strategy that redirects our products from landfills by offering non-traditional recycling for toothbrushes and product packaging that are not recyclable in municipal recycling programs. Although participation is limited, we are excited to offer this opportunity for products, including those outside of the Tom’s brand, that aren’t accepted through curbside recycling.

## Waste Goals

Our waste reduction strategy hinges on finding all opportunities to decrease our waste across all of our operations. It is crucial to address smaller changes within our office, in addition to waste reduction efforts at our plants and creating products that generate less waste overall.

**Achieve TRUE® certification at the Tom’s Sanford facility by end of 2023 and at our Kennebunk office by 2025**



**Through a combination of waste-reduction efforts, water and electricity conservation initiatives, and a push towards renewables, our sustainability culture is a foundational pillar of the Sanford production facility.”**



**Alejandro Valerdi**  
PLANT MANAGER, SANFORD



2022 Goodness Day at Sweetser in Saco, ME. Sweetser is a nonprofit community mental health provider with a statewide network of care offering services to people of all ages in mental and behavioral health, intellectual and developmental disabilities, recovery, and education. To support Sweetser, our staff of over 80 helped fix up the campus in Saco — painting, weeding, and gardening.



# PEOPLE

Our employees, consumers, and our communities are what motivates us to make better, more sustainable products. We also realize that being a supportive, inclusive company that encourages people to bring their genuine selves to work every day is essential for our success. We are deepening our efforts to support DEI and the health of all people so they can thrive in the workplace and we can thrive on our planet. Our internal work to support diversity and equity at Tom's, including our various philanthropic and volunteer activities, are important steps we are taking to create a more inclusive, healthy world.





# EMPLOYEES

When a career at Tom's begins, we work hard to create a sense of belonging and purpose. We believe this makes for a more effective and productive employee with the added benefit that many are inspired to stay with us for a long time. We find that our purpose and values deeply resonate with our team, offering them a career path that is rewarding professionally and personally.

## Employee Health and Wellness

We take steps to help our employees feel healthy, both mentally and physically, and have established many initiatives to help make sure Tom's employees can give us their best selves. These initiatives include standing desks, summer Fridays, a dog-friendly office, weekly breakfasts, an on-site fitness room, and paid time off to volunteer. During our June Wellness Month in 2022, we held a multitude of health and well-being activities, such as yoga in the park, gratitude journals, meditations, chair massages, a visit to a local farm, and a cornhole tournament at our Sanford plant.



Tom's team enjoying a yoga session during Wellness month in June.

## Green Team

Our "Green Team" was formed in 2016, during a major office renovation at our headquarters in Kennebunk, Maine. We knew that we needed to "walk the talk" on environmental issues, and it was the Green Team that made sure that happened! They implemented a compost system, compostable coffee pods and a TerraCycle collection box to move the facility closer to our zero waste goal. In addition to these sustainability efforts, the team also educated employees about things they could do to further eliminate waste. The Green Team inspired our B Corp certification in 2019 and is a strong driving force behind Tom's sustainability actions.

We continue to have conversations and tackle new sustainability initiatives at the Kennebunk office as we transition back into in-person work following the COVID-19 pandemic.



Waste stations at Tom's of Maine office in Kennebunk, ME. We recycle, compost, TerraCycle, and divert as much waste as we can away from landfills.



**I feel responsible for nurturing the people and culture at Tom's, as well as promoting our mission to create a healthy future for all people. Tom's of Maine is a role model, and I ensure that all employees receive the training to be such leaders."**



**Angelique Jno-Baptiste**  
ASSOCIATE DIRECTOR, HR BUSINESS PARTNER





# DIVERSITY, EQUITY AND INCLUSION (DEI)

Corporate social responsibility has always been deeply rooted in the Tom's of Maine brand since day one. During the social unrest in the summer of 2020, which for many of us was reminiscent of the protests of the 1970's when we were founded, we recognized that Tom's needed to do more.

We feel strongly about helping to address the pressing issues of equity and diversity and know that we all have a role in helping make the world more inclusive. As a result, we are focused on diversity, equity, and inclusion (DEI) as a central and defining element of our internal culture and external partnerships.

## Equipping Our Team

Many conversations and questions arose about the role we should play in advancing DEI both within Tom's and beyond. We worked with outside experts to engage the entire team at Tom's in a meaningful and impactful way. What we found was a desire to be a leading voice on social change and to take deliberate actions to align Tom's purpose with DEI principles.

Given our long history in environmentalism, addressing inequities in the relationship between society and the environment was a natural fit for us to explore. Climate change will ultimately impact everyone, but communities of color and those who have less economic advantages are likely to bear the biggest burden. We want to make a contribution to addressing the intersection of diversity and equity with climate change and the environment. We acknowledge that we have room for growth within our DEI program and are working on ways to better ourselves every day.

Our DEI program is led by a steering committee consisting of cross-sections of the Tom's team to collaborate across the

organization. We've designed company-wide workshops to explore important issues, establish shared vision, and develop a roadmap for where we wish to go in the future.

Our intention is to form a greater understanding of belonging and inclusion within Tom's culture and identify enablers and barriers to inclusion within the company. The workshops are also crucial to explore our own power dynamics and privilege and better understand the roots of our biases, while also building fluency in DEI topics.



Tom's team at a DEI training sessions, August 2022.



**At Tom's we've always been about more than the products we make, and we have a long history of leading with our values. That includes our values for how we work together as a team, and the DEI program gives us a framework to reflect on our culture and our relationships with each other."**

**Rob Robinson**

HEAD OF BRAND & DIGITAL MARKETING





# GIVING FOR GOODNESS

Giving for Goodness is our corporate giving program in which we donate 10% of Tom's profits each year in the form of product donations and funding to non-profit organizations that work in the areas of climate change and the environment, health and well-being, and disaster relief. We believe the non-profits we partner with are experts in their fields, and in a position to make real, positive change in their communities. Giving for Goodness' strategy also incorporates our DEI principals.

## Get Into Nature

We believe nature should be accessible for all people, but the reality is that for many, easy access to the outdoors is not within reach due to barriers, such as physical access to outdoor spaces, transportation, time, and resources. Get Into Nature is Tom's of Maine's three-year, \$3 million initiative we launched in 2021, rooted in funding outdoor recreation to give young people from underrepresented communities access to the outdoors.

Exploring and experiencing nature is a crucial part of overall health and wellness. By sparking a lasting connection between children and the planet through education initiatives, Get Into Nature hopes to inspire them to have more active, sustainable and healthy lifestyles. We've collaborated with National Recreation Foundation (NRF), a non-profit with expertise in making nature more accessible, equitable, and fun for all kids. With financial support from Tom's, NRF supports many amazing non-profits across the United States that are doing impactful work. We are proud that 80% of Get into Nature funding in 2022 went to Black, Indigenous, and people of color (BIPOC) led organizations.



Get Into Nature is Tom's of Maine's three-year, \$3 million purpose-driven initiative to reinvigorate kids' connection to the great outdoors and build the next generation of environmental champions. Get Into Nature kicked off in Sept. 2021 with environmental activist and actress Rosario Dawson visiting the Lower Eastside Girls Club for a gardening activity with the girls.



Tom's team volunteer their time at the Special Surfer's event on August 16th at Gooch's Beach in Kennebunk. Special Surfers mission is to share the empowering experience of surfing with children and young adults of all ages with special needs.



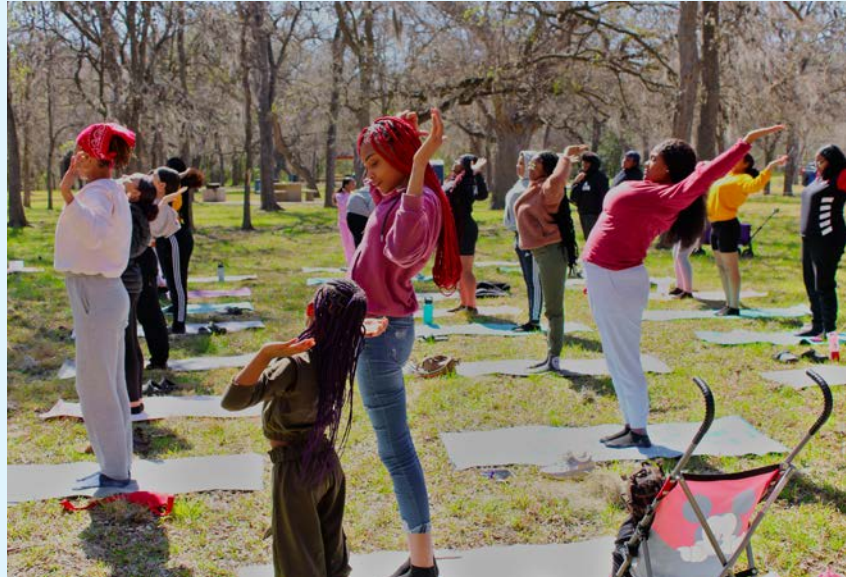
# HIGHLIGHTS

INTRO

PLANET

PEOPLE

HEALTH



## GET INTO NATURE:

### Black Outside

In 2021, Tom's of Maine supported Black Outside Inc.'s summer camp program: Camp Founder Girls, America's first historically Black summer camp for girls, through Giving for Goodness funding. And in 2022, through the Get into Nature program, our funding was used by NRF to support Black Outside to provide outdoor experiences for young people of color in Texas and their year-round program, the Charles Roundtree Bloom Project (Bloom Project). The Bloom Project works with youth of color who have been impacted by both climate change and the systemic consequences of incarceration through healing-centered outdoor experiences and culturally relevant education. With more than 477,000 youth in Texas experiencing the incarceration of a parent and climate change disproportionately affecting poor communities of color in Texas, the intersection of these two issues creates a critical opportunity for our support of this important organization.



## GIVING FOR GOODNESS GRANTEE:

### The Venture Out Project

The Venture Out Project leads backpacking and wilderness trips for the LGBTQIA+ community. They provide a safe and fun opportunity for LGBTQIA+ individuals to create community, develop leadership skills, and gain confidence through a shared experience of outdoor adventure and physical activity. The Venture Out Project also provides educational programming to many schools and organizations to help support their LGBTQIA+ community members.



## EMPLOYEE VOLUNTEERING:

### Cultivating Community

Our Green Team organized an employee volunteering event at Cultivating Community's Hurricane Valley Farm in Falmouth, Maine on Earth Day 2022. Our team got our hands dirty as we helped promote sustainable agriculture and equitable access to healthy, locally grown food. Cultivating Community is passionate about empowering all people to play diverse roles in restoring local, sustainable food systems. Through their Fresh Start Farms and farmer training programs, immigrant, refugee, and asylum-seeking farmers are able to grow and sell culturally-important chemical-free produce, increasing their self-sufficiency and reducing food insecurity.



## PRODUCT DONATION:

### CAPSBC Donation

Tom's has donated thousands of dollars worth of products to Community Action Partnership of San Bernardino County (CAPSBC). Their Food Bank strives to alleviate hunger, malnutrition, and poverty throughout San Bernardino County by mobilizing the necessary resources to create positive health outcomes for those suffering from hunger and food insecurity. CAPSBC is charged with serving over 800,000 low-income individuals, elderly, homeless and disadvantaged residents of San Bernardino County each year.





Long lasting mountain spring deodorant with 24 hour odor protection (aluminum free).



# HEALTH

We pride ourselves on ingredient transparency. This includes explaining where ingredients come from, how they are processed, and what they do in our products to allow consumers to make the best choices for themselves.

Tom's Stewardship Model outlines our standards for creating natural, safe, and effective products. The model encompasses a rigorous innovation process and holds us accountable for what we are putting in our products.





# OUR STEWARDSHIP MODEL

**Our ingredients are sourced  
and derived from nature**



# NO

**ARTIFICIAL FLAVORS  
ARTIFICIAL FRAGRANCES  
ARTIFICIAL COLORS  
ARTIFICIAL SWEETENERS  
ARTIFICIAL PRESERVATIVES  
ANIMAL INGREDIENTS\***

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



We are honest in the purpose and source of  
**ALL INGREDIENTS**

**We responsibly  
design packaging  
without added BPA**

**Our ingredient processing  
supports human and  
environmental health**

## Ingredient Highlight: Mint

We are committed to providing the highest quality mint flavor in our oral health and wellness products. We are dedicated to ensuring we not only have naturally sourced mint ingredients but the collaboration with our suppliers.

We, along with Colgate-Palmolive, have a very close relationship with our mint oil suppliers, working directly with the farmers themselves. Our Flavorist and Scientists visit the farms on a regular basis to work as partners with these ingredient suppliers. These close relationships allow us to provide the best tasting flavors for our toothpaste and mouthwash products!

We closely monitor the quality and consistency of this naturally sourced ingredient. Environmental factors, such as changes in weather patterns, can seriously impact mint's quality. For that reason, we test and taste every sample of mint to compare it to the previous year's crops. This ensures consistency year over year and provides the finest mint flavor experience that our customers expect.



**I love working with Tom's to find the  
best natural flavors for people."**

**Bob Vogt**  
SENIOR FLAVORIST





# OUR PRODUCTS



## Oral Care & Dental Hygiene Products

From “fluoride-free” to “with fluoride and whitening” toothpaste to natural mouthwash, Tom’s of Maine has the whole family covered on natural oral care products.



## Antiperspirants & Natural Deodorants

Experience long-lasting odor protection that’s gentle on skin and helps keep you feeling fresh throughout the day. Tom’s of Maine natural deodorant keeps you smelling great without aluminum, parabens and artificial fragrances.

Looking for wetness protection? Try Tom’s of Maine Antiperspirant. It’s made with recycled aluminum to help keep your underarms dry, as well as natural fragrances to keep you smelling great.



## Bath & Body Care Products

Tom’s of Maine’s effective natural bar soaps contain naturally derived ingredients. Our bar soaps are paraben-free and smell amazing with fragrances like lavender & shea, coconut, and eucalyptus. We also offer fragrance-free soap for sensitive skin.





2022 Goodness Day at Sweetser in Saco, ME.

**Contact:**

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