



CHILDS FARM BECOMES FIRST B CORP IN UK BABY AND CHILD PERSONAL CARE

London, 21 July 2022 - PZ Cussons is delighted to announce that Childs Farm, a leader in baby and child personal care brands*, has become a certified B Corporation (“B Corp”), the first to achieve the status in children’s personal care in the UK.

Childs Farm, majority-owned by PZ Cussons, is the first of the Group’s brands to achieve B Corp certification moving it closer to certifying its business units as B Corps in line with the Group’s ambitions.

Certification as a B Corp by B Lab is only granted to companies that they consider to have the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Childs Farm was created by Joanna Jensen, mother of two, in 2010 with the mission to make more people happy in their skin. Becoming a B Corp is reflective of its values and approach to doing better business with its motto - kind to skin, kind to planet, kind to people.

In recent years, Childs Farm has been on a mission to drive progress through the sustainability of its products. It became registered as ‘carbon-neutral plus’** in 2019 and all its product ranges are now contained in 100% Prevented Ocean Plastic bottles and are 100% recyclable. Its B Corp Certification marks the latest milestone in its environmental efforts.

As part of PZ Cussons’ new strategy – ‘Building brands for life. Today and for future generations’ – it has been strengthening its sustainability plans as it journeys towards its own 2026 B Corp ambitions. Over the past few years PZ Cussons has made considerable progress in a number of areas including reducing the water use in our operations, ensuring the palm oil we use is responsibly sourced and launching product refills to reduce plastic use.

Joanna Jensen, founder of Childs Farm, commented:

“I am thrilled Childs Farm has gained B Corp certification - a testament to the hard work of our employees who are always looking for new ways to innovate and improve as a brand that cares for its customers and community. Childs Farm’s motto is - kind to skin, kind to planet, kind to people- and we have a raft of plans to keep building on this success as we grow, minimising our impact on the environment. We’re extremely proud of our sustainability credentials and determined to continue to be best in class.”

Jonathan Myers, Chief Executive Officer of PZ Cussons, said:

“Childs Farm is a clear leader in sustainability and becoming a B Corp is an outstanding achievement by Joanna and the entire Childs Farm team. As we look to accelerate growth in our core categories and priority markets,

we recently acquired Childs Farm as a Must Win Brand due to its highly complementary fit and market leading position, as well as its shared values as we journey towards our becoming a B Corp.

“Our customers and consumers are making more informed choices about the brands they use and want to be associated with and we have already made good progress in a number of areas, but there is more to do. We look forward to continuing to work with Childs Farm as we progress our plans to develop the brand and learn from each other in becoming a company that is ‘Better for all’.”

**Five-time winner of the “Best baby skincare range” at the Mother & Baby Awards: 2022, 2020, 2019, 2018, 2017*

***Childs Farm has been certified as ‘carbon neutral plus’ by Carbon Footprint Ltd: <https://www.carbonfootprint.com/>*

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Notes to editors

About PZ Cussons

PZ Cussons is a FTSE250 listed consumer goods business, headquartered in Manchester, UK. We employ under 3,000 people across our operations in Europe, North America, Asia-Pacific and Africa. Since our founding in 1884, we have been creating products to delight, care for and nourish consumers. Across our core categories of Hygiene, Baby and Beauty, our trusted and well-loved brands include Carex, Childs Farm, Sanctuary Spa and St. Tropez. Sustainability and the wellbeing of people, families and communities everywhere are at the heart of our business model and strategy, and captured by our purpose: For everyone, for life, for good.

About Childs Farm

Childs Farm is the UK’s favourite baby & child toiletries brand based in Basingstoke, Hampshire and is part of the PZ Cussons family. Founded by mum of two, Joanna Jensen, as a solution to her own daughters’ sensitive and eczema prone skin, the brand launched in the UK nationwide in 2014, bringing natural, sustainable, sensitive skin and haircare to babies & children. Using efficacious ingredients, fruity fragrance, and fun and eccentric labels based on the founders eponymous Farm, Childs Farm, and featuring Joanna’s children, friends and their animals, the range has brought fun into bathtime for millions. Childs Farm is five times winner of the Mother & Baby best range for baby & child award, as well as numerous other consumer and industry awards for delivering natural, sustainable skincare products to allow everyone – regardless of skin type – to be happy in their skin.