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Johnson & Johnson Consumer Aligns To Big Goals In Environmental Sustainability, Signs New Plastics Economy Global Commitment

Company sets sights on 100% reusable, recyclable or compostable packaging by 2025

NEW BRUNSWICK, N.J., Oct. 29, 2018 /PRNewswire/ -- Johnson & Johnson Consumer, Inc. today announced the company is joining an ambitious effort to move the world closer to a circular economy in which plastic never becomes waste. Together with the Ellen MacArthur Foundation, the UN Environment Programme, and many industry-leading companies, governments, and NGOs this commitment will strive to meet goals to tackle one of the most urgent environmental issues of our time: plastic waste and the necessity of consumer packaging reform.

As a signatory to the New Plastics Economy Global Commitment, Johnson & Johnson Consumer is committing to use more recycled materials in packaging, reduce reliance on the single-use model, and ensure that 100% of plastic packaging be reusable, recyclable or compostable via design, partnerships, and investments by the year 2025.

"With this decision to accelerate our sustainability goals, Johnson & Johnson Consumer is acknowledging the ever-increasing urgency of the issue of plastic waste—and our own responsibility to work towards innovative solutions," said Paulette Frank, Worldwide Vice President, Environmental Health, Safety & Sustainability at Johnson & Johnson.

The New Plastics Economy Global Commitment reflects a growing consensus that plastic waste has become one of the most pressing environmental threats of our time. According to a report issued by the World Economic Forum, more than 40 years after the launch of the first universal recycling symbol, only 14% of plastic packaging is actually collected for recycling. This collective commitment moves us closer to making a significant impact on the estimated 19 billion pounds of plastic that ends up in the ocean annually—a number that is expected to double by 2025.

"We are embracing the issue of packaging reform as both a challenge to do better and an opportunity to do good," said Alison Lewis, Global Chief Marketing Officer, Johnson & Johnson Consumer. "We believe this initiative can be a powerful catalyst for driving meaningful changes in our behavior as a company—as well as the behavior of consumers themselves."

About Johnson & Johnson Consumer Inc.

At Johnson & Johnson Consumer Inc., we believe good health is the foundation of vibrant lives, thriving communities and forward progress for everyone. With global headquarters located in New Brunswick, New Jersey, and products sold in over 140 countries, we're one of the world's largest consumer wellness and personal care companies—and home to many of the brands families trust most, including: JOHNSON'S®, LISTERINE®, NEUTROGENA®, and TYLENOL®. Johnson & Johnson Consumer Inc. believes in blending heart, science, and ingenuity to create products and experiences that improve health and happiness at every stage of life. For more information, please visit www.jnj.com/healthcare-products/consumer.



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