

**PALM  
DONE RIGHT®**

# 2021 AT A GLANCE

## MARKETING THEME

**Q1**

### SAY IT ON THE WRAPPER

**JANUARY**

Label Transparency

**FEBRUARY**

Vote with  
your Dollars

**MARCH**

Benefits of  
Palm Oil

**Q2**

### WILDLIFE FRIENDLY

**APRIL**

Regenerative  
Agriculture

**MAY**

Farmer Stories

**JUNE**

Protect  
our Species

**Q3**

### CHOICES MATTER

**JULY**

Our Social Impact

**AUGUST**

Unite for Palm Done Right

**SEPTEMBER**



**Q4**

### SUSTAINABLE SWAPS

**OCTOBER**

Suds Up Sustainably

**NOVEMBER**

Sustainable Swaps:  
Baking

**DECEMBER**

Sustainable Swaps:  
Gifts

## CONSUMER EDUCATIONAL CAMPAIGNS

### SAY IT ON THE WRAPPER



Label Transparency  
about Palm Oil Use

### PALM BENEFITS



Product Quality  
and Performance

### REGENERATIVE AGRICULTURE



Regenerative Organic  
Certification

### PALM & LAND EFFICIENCY



Palm Oil's Role  
in the Future

### SOCIAL IMPACT



Focus on FFL & our  
own CSR Projects

## TRADE SHOWS (TBD)

**Natural  
Products  
EXPO™**  
Spark Change.

**Natural  
Products  
EXPO EAST®**

## DENVER ZOO

### COLLABORATION WITH DENVER ZOO



Shop Smart,  
to Save Sloth

## SPECIAL CAMPAIGNS

### CLEAN CANDLE COMMITMENT

Do You Know  
Palm Wax  
Burns  
the Cleanest?

### SUDS UP SUSTAINABLY

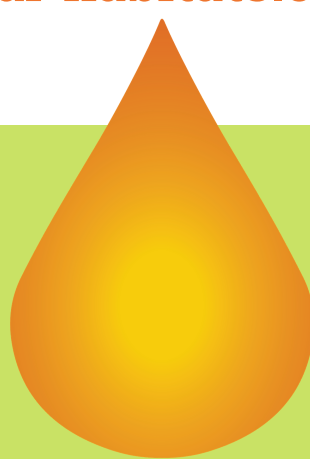
The Impact of  
Soap Choices

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#CHOOSEORGANIC



#CHOICESMATTER