

P&G BRANDS TAKING A STAND

Pantene and GLAAD Redefine What 'Beautiful' Looks Like Today

As a brand once known for a particular kind of “beautiful hair,” Pantene tackled conventional stereotypes in honor of Pride 2019 with the launch of “Don’t Hate Me Because I’m BeautifulLGBTQ+.” The campaign, made in partnership with GLAAD, took the brand’s ubiquitous line from its famous 1986 advertisement to redefine what ‘beautiful’ looks like in today’s world by featuring a range of people within the LGBTQ+ community and their unique stories of transformation. The launch of “Don’t Hate Me Because I’m BeautifulLGBTQ+” also marked the announcement of Pantene’s partnership with GLAAD which will continue to uplift members of the LGBTQ+ community by celebrating inclusion, representation and freedom of expression.



[Pantene | Coming Home Should be #BeautifulLGBTQ](#)

[Pantene x The Dresscode Project Group Film](#)

Vicks India

India is largely a conservative country—one where homosexuality is best kept closeted and where being transgendered is considered an unspoken curse. While a Supreme Court of India ruling in 2014 recognized transgender individuals as the “third gender” and some legal and political progress has been made, society at large continues to stigmatize and stereotype transgender individuals, and they are still denied basic rights. Vicks took a bold stand, sending a powerful message to help pave the way towards a more inclusive society. In a video for their #TouchOfCare campaign, Vicks cast a compassionate spotlight on transgender activist Gauri Sawant, challenging conventional thinking about what it means to be a caring mother.



[Vicks - Generations of Care #TouchOfCare](#)

P&G BRANDS TAKING A STAND

Using Our Voice

“Out Of The Shadows” Film Explores Next Chapter of Our Journey for LGBT+ Equality

Our 2018 award-winning film, “The Words Matter,” told our story of employees who worked tirelessly to secure employee LGBT+ rights. We continued that journey of self-reflection with the 2019 sequel, “Out of The Shadows.” We partnered with CNN and Great Big Story to tell these stories and each film traces the history of how gay and lesbian employees at P&G banded together to fight for equality in the workplace. “The Words Matter” ended when P&G added “sexual orientation” to its Equal Employment Opportunity (EEO) statement in 1992, but that was only the beginning. Culture, attitudes and behaviors toward lesbian and gay employees in the Company and in the city of Cincinnati had a long way to go. It was a hostile environment and a difficult time for employees to openly be themselves. “Out of the Shadows” shares the stories of a group of P&G employees who rallied against intolerance and hate, and turned the tide of prejudice to ensure that LGBT+ employees received equal benefits within the Company. The lessons learned in this film helped inspire courageous leadership and develop even more inclusive workplaces and communities for everyone. As one employee declares in the film, “I am going to make change happen in the halls and walls of my employer.” And they did — the LGBT+ employees and their advocates inspired the Company to do the right thing in the face of opposition. “It’s each of those steps that have given us a stronger motivation and a stronger voice to be a positive force of change,” shared Brent Miller, leader of LGBT+ Communications at P&G and executive producer of “Out of the Shadows.”

This film celebrates the contributions those individuals made — often unrecognized — in changing the fabric of not only our workplace but our culture as a whole. Many companies around the world have gone through similar journeys and by telling our story, we hope to inspire others to stand up for what they believe in and create meaningful change.

Throughout our journey, we have not gotten everything right. We continue to learn, explore and understand the uniqueness of all of our employees and consumers. The lessons we learned have helped us on our journey to make things better. It is more important than ever for companies to create a culture where all people are welcome. We hope that by sharing our journey, we can inspire others to engage in conversation and help create a world free from bias.

Today, our LGBT+ network, GABLE, now has 5,000 members in 40 countries. We encourage you to check out this film and learn more about these courageous individuals who stood up to bias and helped us be a more inclusive company.

[OUT OF THE SHADOWS VIDEO](#)

P&G BRANDS TAKING A STAND

Using Our Voice

Fairy Drops Y to Support LGBTQ+ Homeless Youth in UK

When Fairy dishwashing liquid was first introduced in the UK in 1960, traditional heterosexual couples were the mainstay. Same sex couples couldn't be openly together — let alone married. Now 60 years later, Fairy's mission remains the same: to feed family life, whatever that looks like today.

On July 3, 2019, we dropped the "Y" and launched a limited-edition FAIR bottle, donating a portion of every purchase to the Albert Kennedy Trust (AKT) which works to find homes for LGBTQ+ youth who have been driven from their homes due to nonacceptance of who they are.

Currently in the UK, LGBTQ+ people make up 7% of the population, and sadly almost a quarter of the homeless young people living on the streets. While it may seem that our society is more supportive of the LGBTQ+ community, charities like AKT exist because there are still those who feel alone and unsupported.

As a household icon, we believe we can help play a role in progressing equality for all family members.

By working together, we can help encourage equality for families and ensure a FAIR future for all. When consumers picked up a limited-edition FAIR bottle and placed it by their sink at home, we wanted them to think about the small impact that gesture has made, not only in family life in Britain, but also by supporting equality for everyone. Our hope was that this bottle might make it easier for parents or their children to bring up conversations that were uncomfortable in the past.

The money from this campaign is funding an online resource to help families talk more openly about LGBTQ+ issues. The more conversations are normalized, the easier it will be for young people to open up.

[FAIR FILM](#)



P&G BRANDS TAKING A STAND

Head & Shoulders North America

As a brand that “takes care of the small stuff so you can tackle the big stuff,” Head & Shoulders highlights individuals who have moved beyond the limitations on their shoulders to achieve great things. For the 2018 Winter Olympics, P&G’s North America team brought extreme skier Gus Kenworthy on board as a brand ambassador. Gus had won a Silver medal at the 2014 Winter Games but had not performed at his peak because he kept his sexuality a secret. After coming out in 2015, Gus headed to the 2018 Winter Games as the first openly gay extreme skier. His dedication to not letting limitations get in the way of achievements is the embodiment of the Shoulders of Greatness campaign. The ad made history by flying the Pride flag in a national campaign.

[Gus Kenworthy - Shoulders Of Greatness TV Commercial](#)

[P&G - Thank You, Mom - The Winter Olympics \(2018\)](#)

Love Has No Labels continues to extend the message of diversity through brand partners

The Coca-Cola Company, PepsiCo, P&G, Unilever and State Farm® are joined by new partners Bank of America, Wells Fargo, and Johnson & Johnson in an unprecedented collaboration to promote inclusion

<https://lovehasnolabels.com>