

# PRESS REVIEW

## MARKETING

### **P&G to expand sustainable packaging efforts in Aerial, Pampers and Herbal Essences brands**

*Packaging today*

<http://www.packagingtoday.co.uk/news/newspg-to-expand-sustainable-packaging-eforts-in-aerial-pampers-and-herbal-essences-brands-7175469>

### **P&G Forms 'Learning Farms' To Help Small Growers Use Sustainable Practices**

*Marketing Daily*

<https://www.mediapost.com/publications/article/335130/pg-forms-learning-farms-to-help-small-growers-u.html>

### **Leading P&G Brands Including Pampers, Ariel and Herbal Essences Expand Leadership in Responsible Consumption**

*Market Watch*

<https://www.marketwatch.com/press-release/leading-pg-brands-including-pampers-ariel-and-herbal-essences-expand-leadership-in-responsible-consumption-2019-04-24>

### **De marcas activistas a consumidores activistas**

*Marketing Directo*

<https://www.marketingdirecto.com/punto-de-vista/la-columna/de-marcas-activistas-a-consumidores-activistas>

### **Millennials : ne parlez plus de « digital » mais de « sustainable » natives**

*L'ADN*

<https://www.ladn.eu/nouveaux-usages/usages-par-generation/millennials-digital-sustainable-native/>

### **Sustainable Brands : le monde change vite, les marques aussi**

*L'ADN*

<https://www.ladn.eu/edito/sustainable-brands-monde-change-vite-marques-aussi/>