CHURCH & DWIGHT CO., INC.

CAGNY Conference

February 21, 2014

Safe Harbor Statement

This presentation contains forward-looking statements relating, among others, to short- and long-term financial objectives, sales and earnings growth, margin improvement, marketing spending, new product introductions, the timing of new product launches, consumer demand for the Company's products, shareholder returns, earnings per share and other financial metrics. These statements represent the intentions, plans, expectations and beliefs of the Company, and are subject to risks, uncertainties and other factors, many of which are outside the Company's control and could cause actual results to differ materially from such forward-looking statements. The uncertainties include assumptions as to market growth and consumer demand (including the effect of political and economic events on consumer demand), raw material and energy prices, the financial condition of major customers and increased marketing spending. With regard to the new product introductions referred to in this presentation, there is particular uncertainty relating to trade, competitive and consumer reactions, and retailer acceptance. Other factors, which could materially affect the results, include the outcome of contingencies, including litigation, pending regulatory proceedings, environmental remediation and the divestiture of assets. For a description of additional factors that could cause actual results to differ materially from the forward looking statements, see the Company's quarterly and annual reports filed with the SEC.

This presentation contains non-GAAP financial measures, including organic sales growth, adjusted earnings per share, adjusted gross margin, free cash flow and EBITDA. The Appendix at the end of this presentation includes definition of these non-GAAP measures and reconciles such measures to the most directly comparable GAAP measures. We believe that the presentation of these non-GAAP financial measures, among other things, provides enhanced visibility into our performance. It is important to view each of these non-GAAP financial measures in addition to, rather than as a substitute for, the comparable GAAP measures.

Agenda

1.	Opening Remarks	Jim Craigie
2.	FY2013 Results	Matt Farrell
3.	"Top 10" TSR Drivers	Jim Craigie
4.	2014 Financial Outlook	Matt Farrell
5.	Q&A	Jim Craigie/Matt Farrell

What You Are Going to Hear Today

1. Delivered 13th Consecutive Year of Double-digit EPS Growth.
2. Exited 2013 With Momentum.
3. Avid Vitamin Acquisition Delivering Exceptional Results.
4. "Playing to Win" in 2014 With Aggressive But Achievable Plan.
5. Largest New Product Pipeline Ever and Increased Focus on 4 Mega Brands.
6. Off to a Good Start With Strong Retailer Acceptance on New Products.
7. Aggressively Pursuing Additional Acquisitions.

Full Year 2013 Results

So, How Did CHD Do In 2013?

“Here’s Matt!”

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Full Year 2013 Highlights: Strong Performance

Full Year 2013

- 9.3% Total Company Revenue Growth
- 1.9% Total Company Organic Sales
- Gross Margin up 80 Basis Points
- Operating Margin up 80 Basis Points
- EPS up 14% to $2.79
- Adjusted Free Cash Flow* up 14% to $469MM
- FCF Conversion* 119%

** Adjusted FCF and FCF Conversion excludes a $36 million federal tax payment that was deferred from Dec 2012 to Jan 2013 due to Hurricane Sandy*

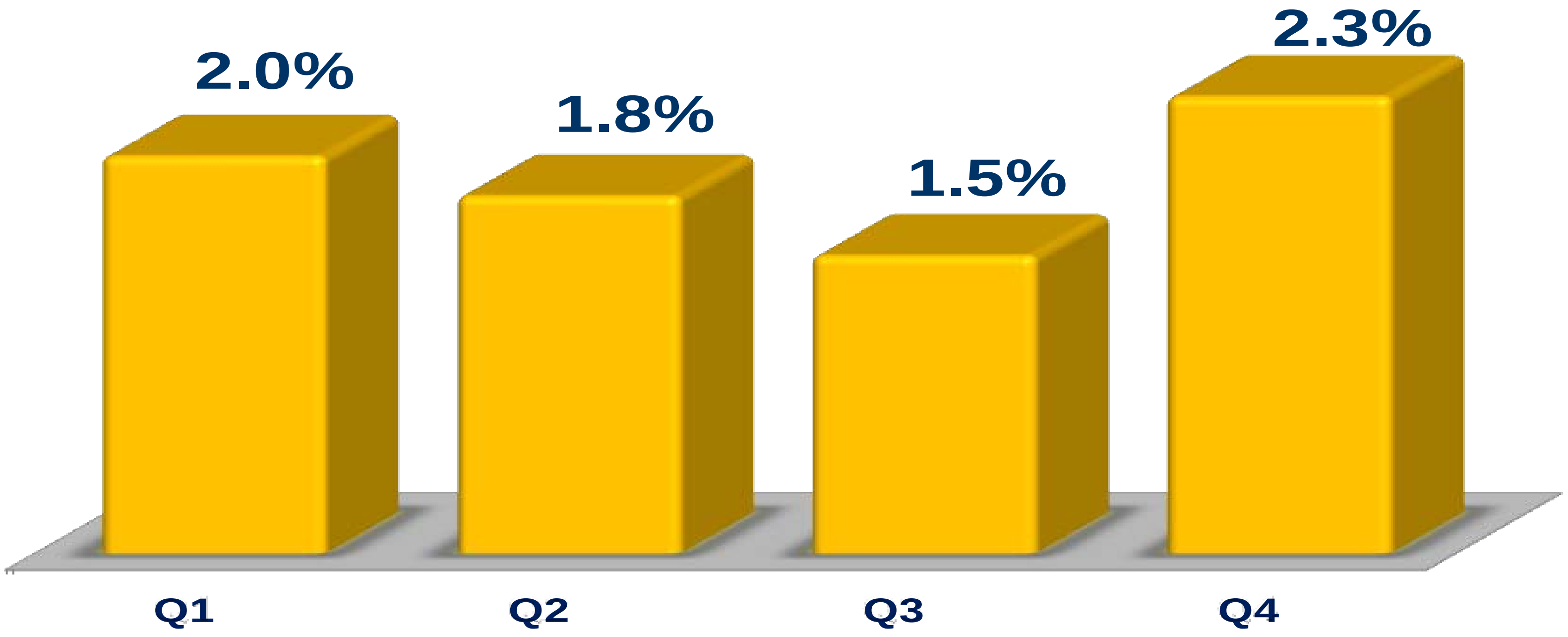
FY 2013: High Quality Results

($ in millions)

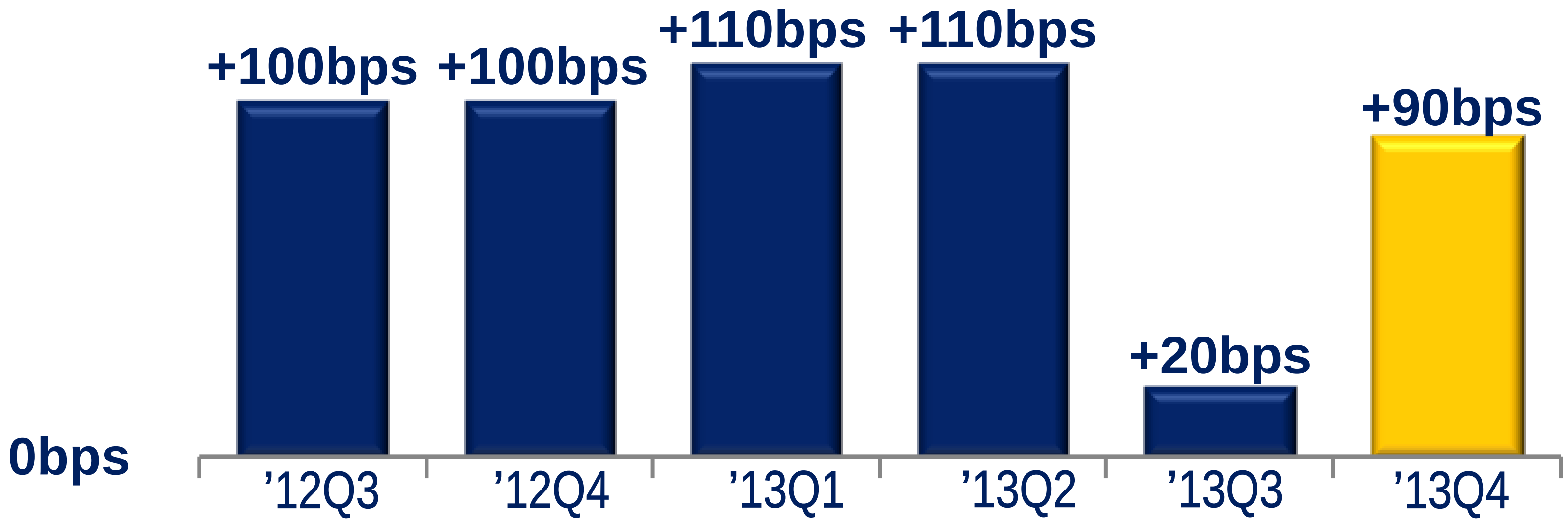
	2012	2013	Δ
Net Sales	$2,922	$3,194	9.3%
Organic Growth	5.2%	1.9%	
Gross Margin	44.2%	45.0%	+80 bps
Mktg. % of Sales	12.2%	12.5%	+30 bps
SG&A as % of Sales	13.3%	13.0%	-30 bps
Operating Margin	18.7%	19.5%	+80 bps
Effective Tax Rate	35.5%	34.0%	
EPS	$2.45	$2.79	
Adjusted FCF*	$413	$469	
FCF Conversion*	118%	119%	

** Adjusted FCF and FCF Conversion excludes a $36 million federal tax payment that was deferred from Dec 2012 to Jan 2013 due to Hurricane Sandy*

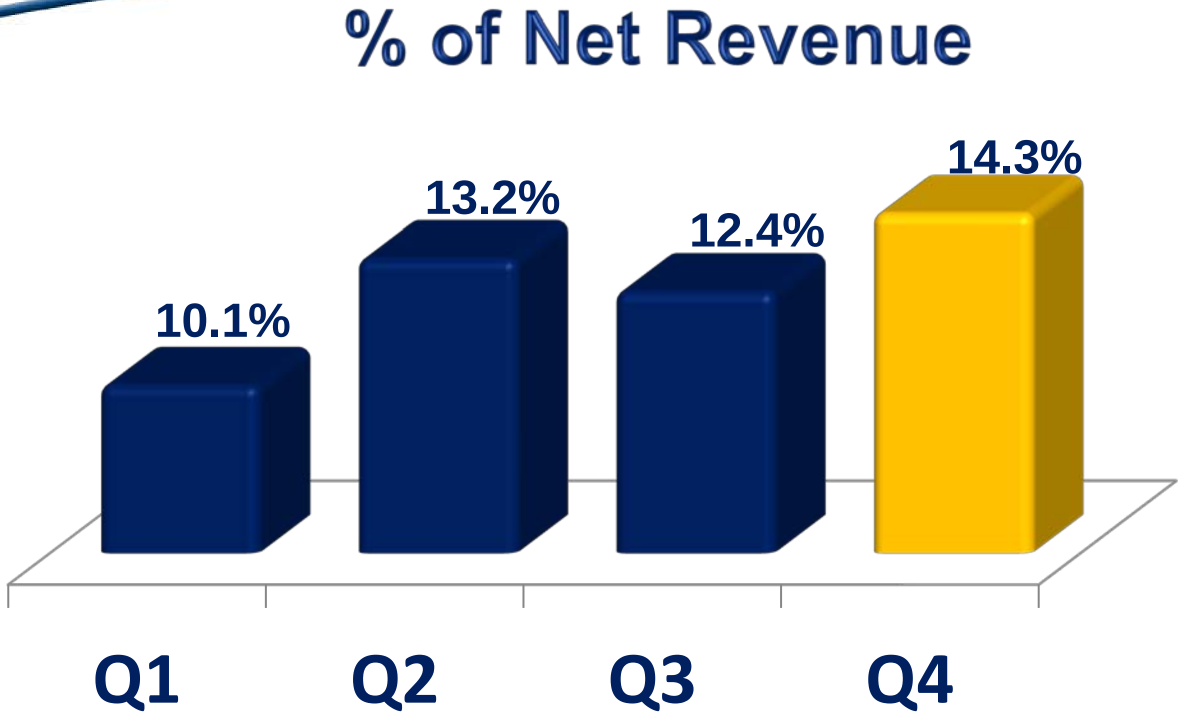
Organic Sales Regaining Momentum Exiting 2013



Six Consecutive Quarters of Gross Margin Expansion



Exited 2013 With Strong Marketing Spending



FY 2013: Grew Share on 6 of 9 Power Brands

2013 Growth

- Arm & Hammer
- OxiClean
- First Response
- XTRA
- Nair
- Spinbrush
- TROJAN
- Orajel
- VMS

* Market share is Nielsen 52-week 12/22/13 All-Outlet

Avid Gummy Vitamin Acquisition Delivering Exceptional Results

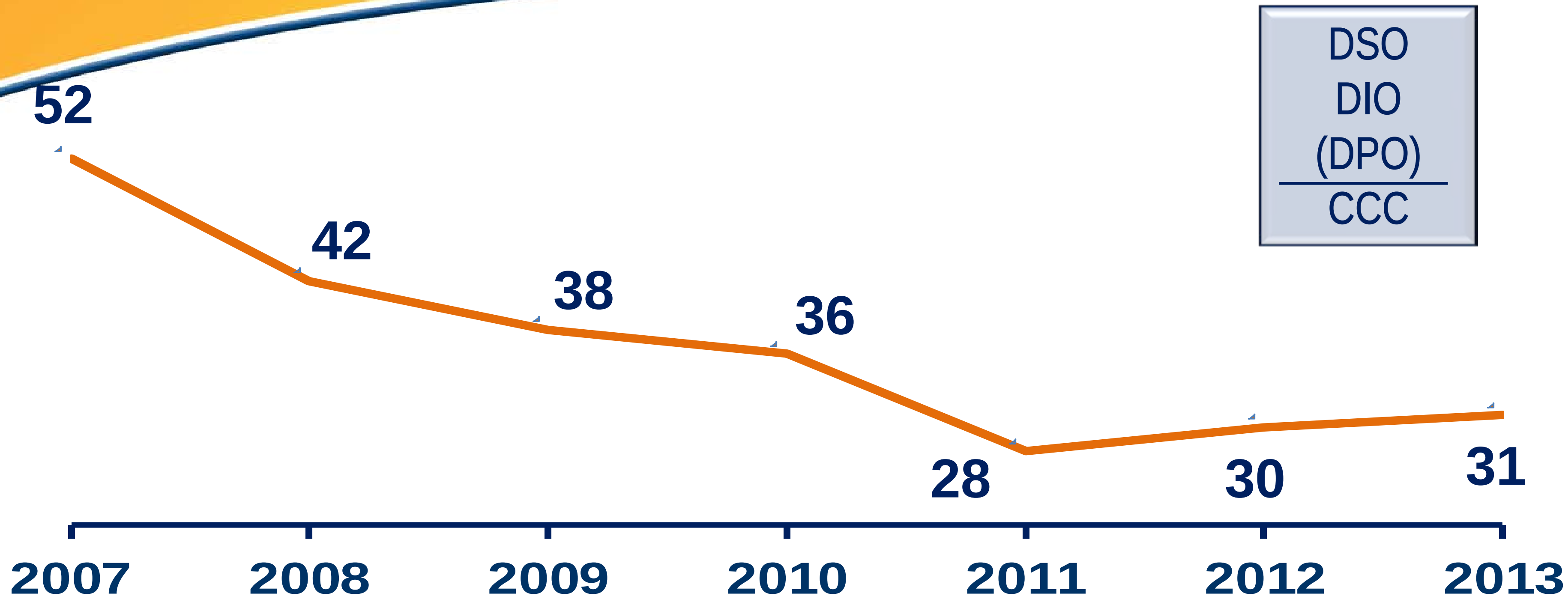
Net Sales: +20%

Synergies: ›$15MM

Expanding Capacity by 75% in 2015

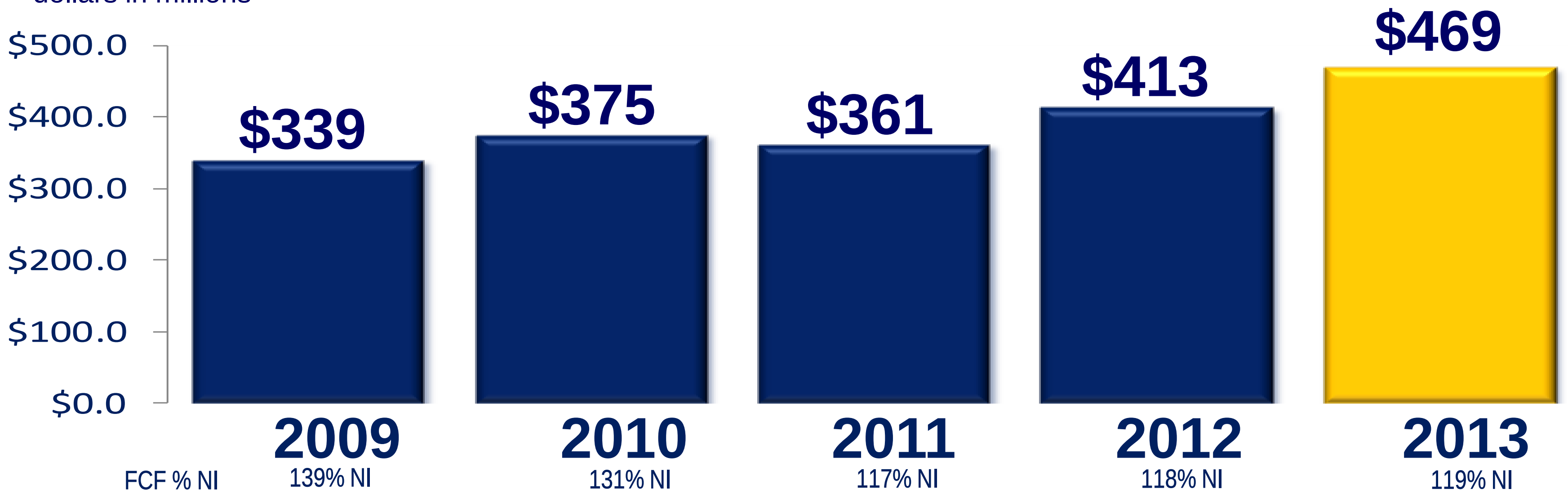
13th Consecutive Year of Double Digit EPS Growth

Cash Conversion Cycle Story



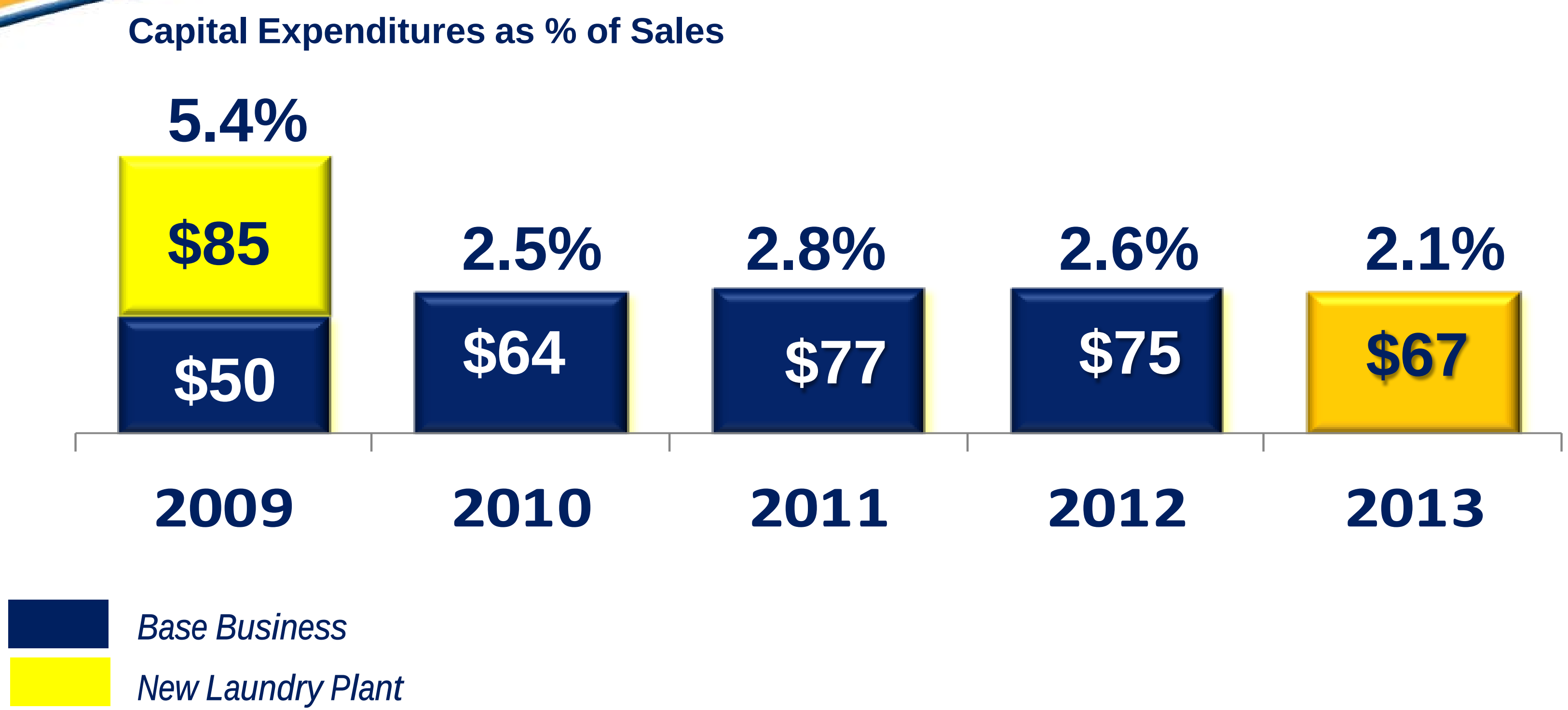
Adjusted Free Cash Flow Up 14% in 2013

FCF = Operating Cash – CAPEX
dollars in millions

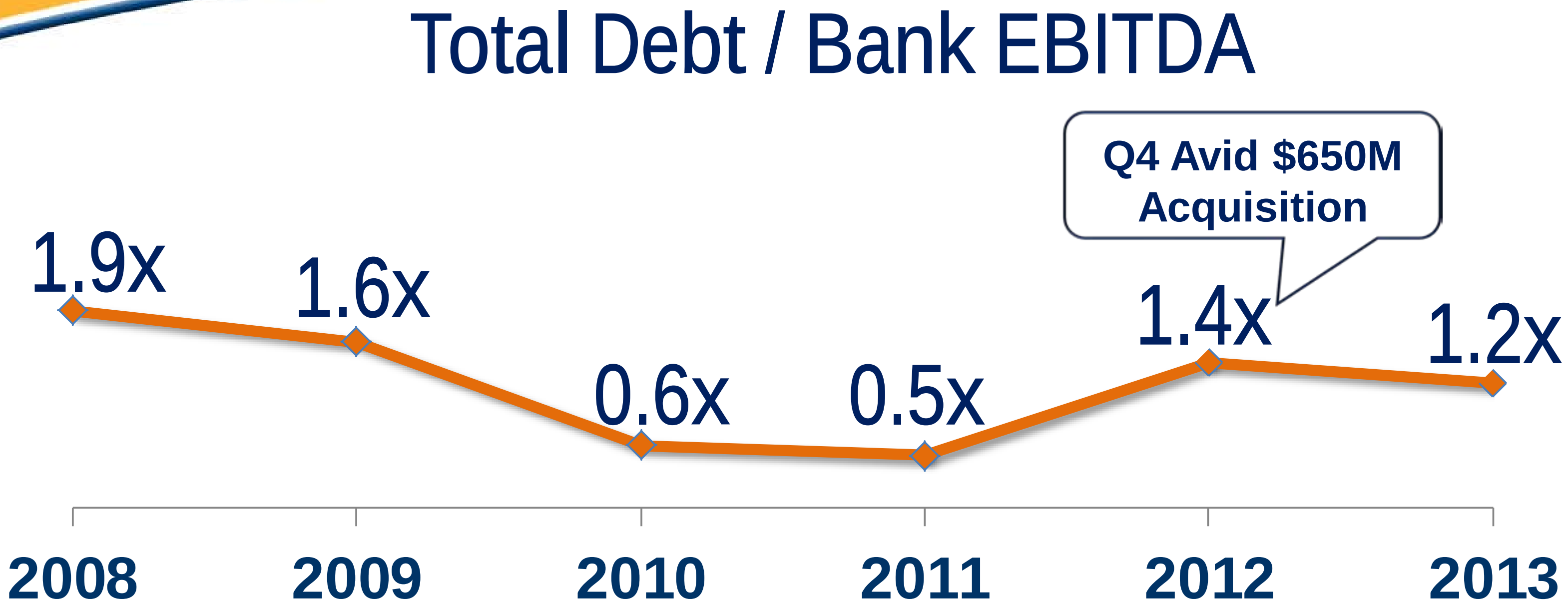


Excludes New Plant, Abbott Settlement in 2009.
Excludes Pension Settlement in 2010.
Excludes a $36 million federal tax payment that was deferred from Dec 2012 to Jan 2013.

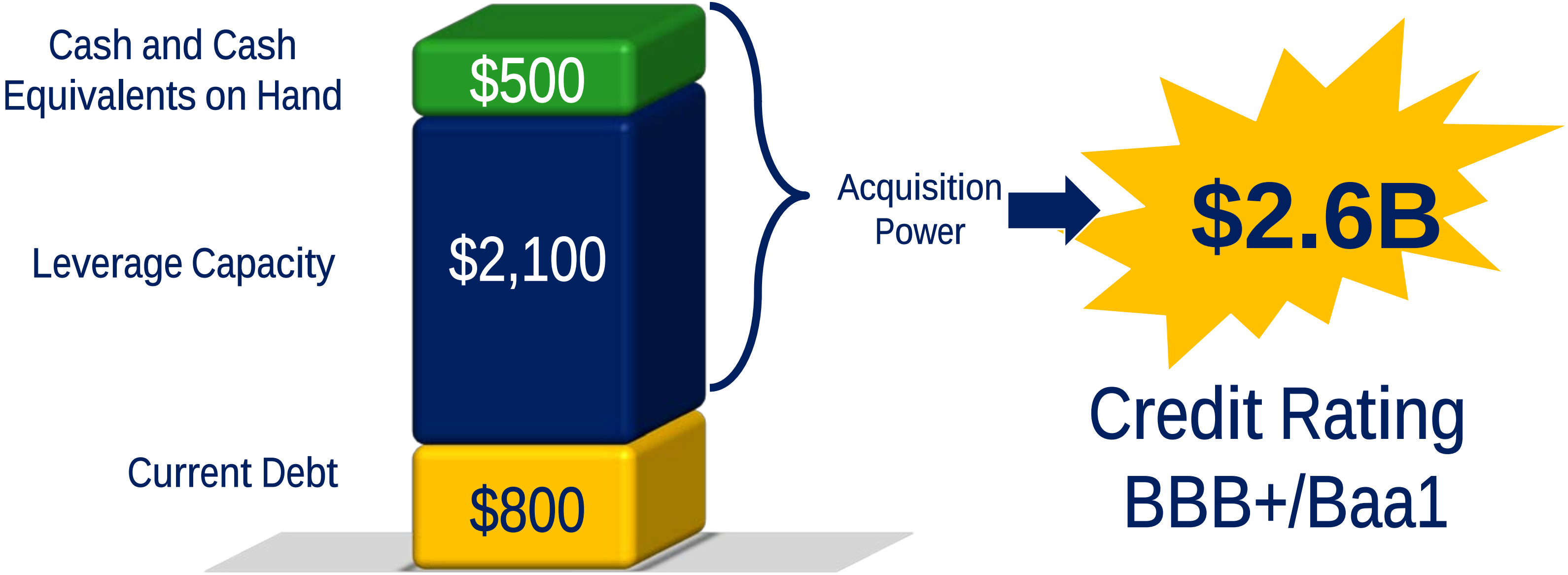
Minimal Capital Investment



Strong Balance Sheet



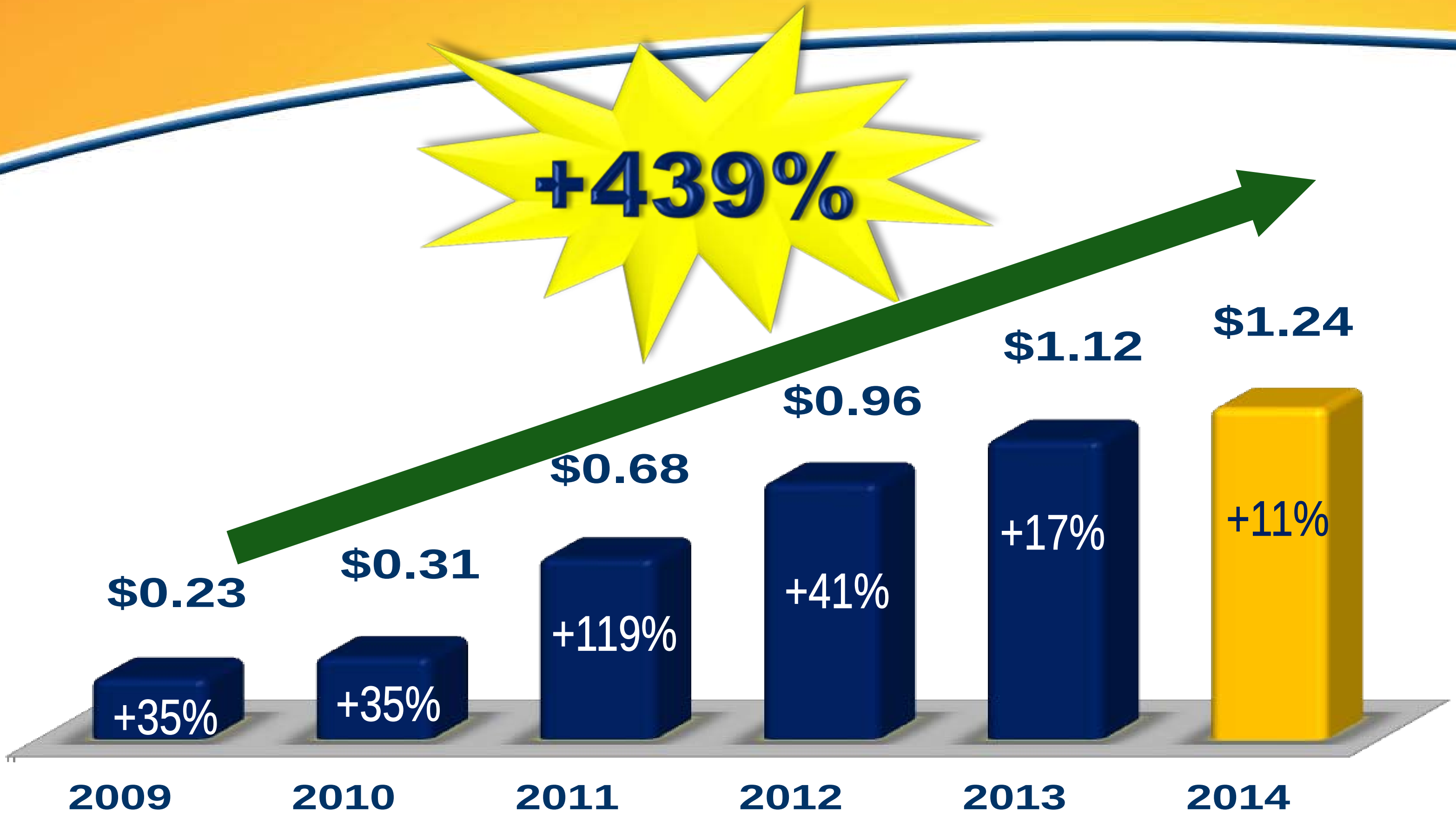
Significant Financial Capacity
(in millions)



As of Q4 2013

2013 Bank EBITDA = $748M;
Leverage capacity to 3.25x EBITDA
Acquisition EBITDA multiple of 12x

439% Increase in Dividends from 2009!



Target:

40% Payout Ratio

Prioritized Uses of Free Cash Flow

1. TSR-Accretive M&A
2. New Product Development
3. Capex For Organic Growth & G2G
4. Return Of Cash To Shareholders
5. Debt Reduction

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#1 in Total Shareholder Return

During my tenure, CHD has delivered superior Shareholder Return (July 2004 as of December 31, 2013)

Source: FactSet.

(1) Represents cumulative $USD return to equity holders from 07/01/2004 to 12/31/2013, assuming reinvestment of dividends.

Great History, But What About The Future?

10 Reasons Why CHD Can <u>Continue</u> to Deliver Superior TSR Results!

“Top 10" TSR Drivers

1. Recession Resistant Product Portfolio

Our Unique Product Portfolio Has Both Value and Premium Products

55% Premium

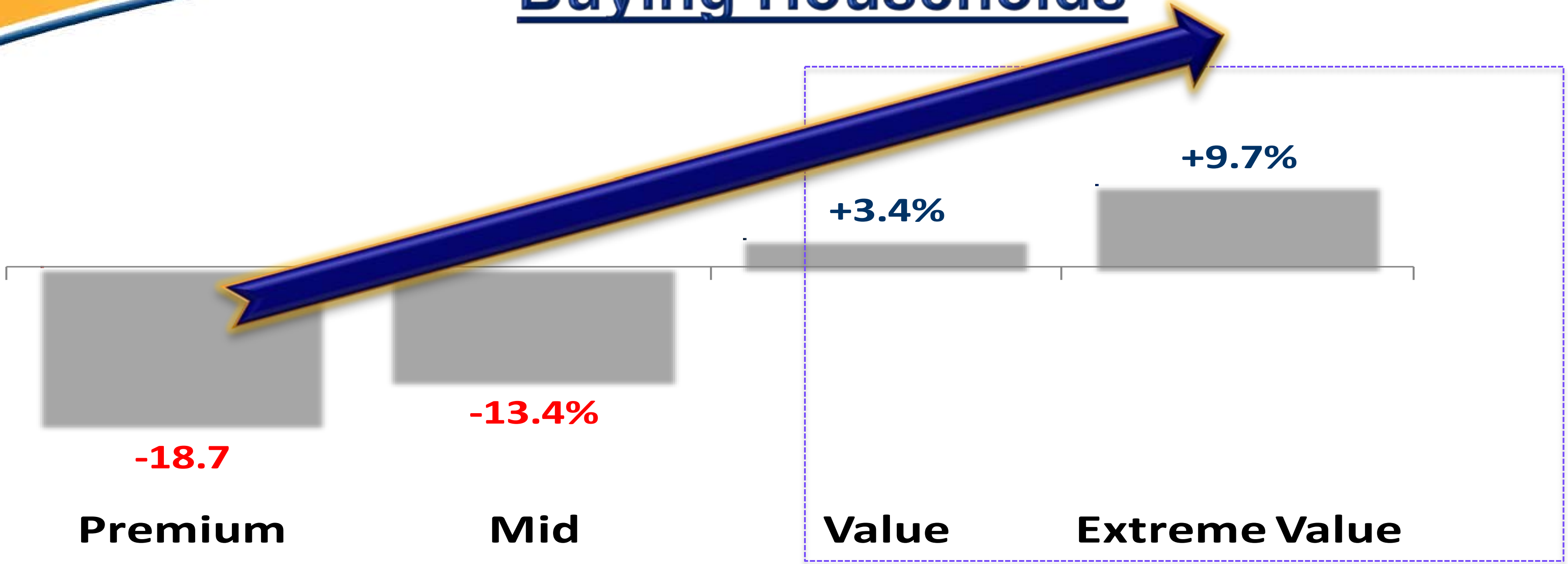
45% Value

CHD's Value Products Offer Meaningful $ Savings vs. Competitors Premium Brands

Category	Brands	Price vs. Premium Brands
Laundry Detergent		50-65% lower than Tide
Fabric Softener Sheets		Over 50% lower than Bounce
Toothpaste		50% lower than Crest / Colgate
Cleaners		45% lower than Scrubbing Bubbles
Vitamins		45% lower than One-A-Day gummies

Recessionary Pressures Have Accelerated the Shift From the Premium and Mid-Tier to Value Brands

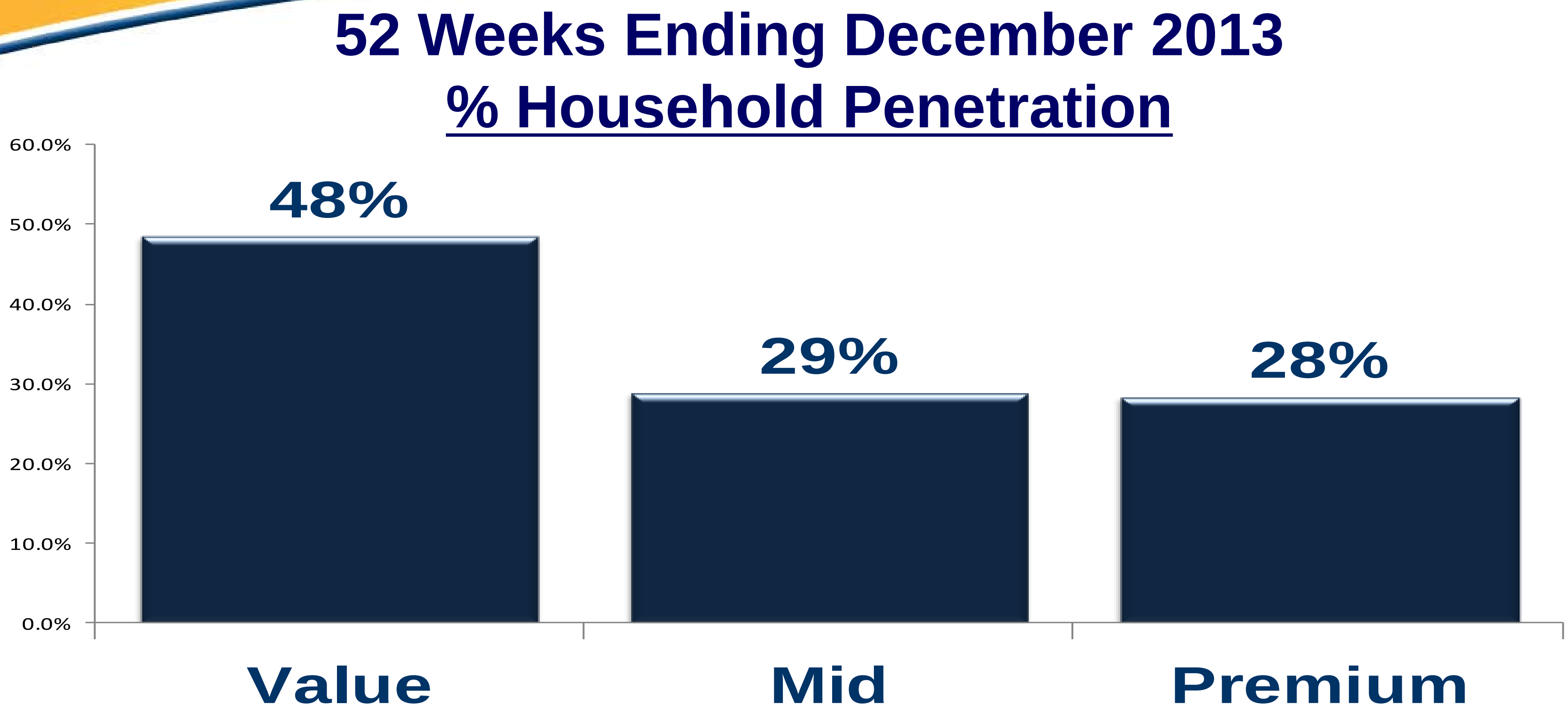
Buying Households



Pre-2008 Recession vs. 52 Weeks Ending Dec. 2013

Source: Nielsen Homescan Panel 52 W/E 6/28/08 vs. 52 Weeks Ending 12/21/13.

And More U.S. Households Now Buy a Value Detergent Than Premium or Mid-Tier Products



Nielsen Homescan Panel 52wks ending December 2013

The Value-Price Liquid Laundry Tier is Increasing Share and Has Passed the Mid-Priced Tier to Become the #2 Price Tier

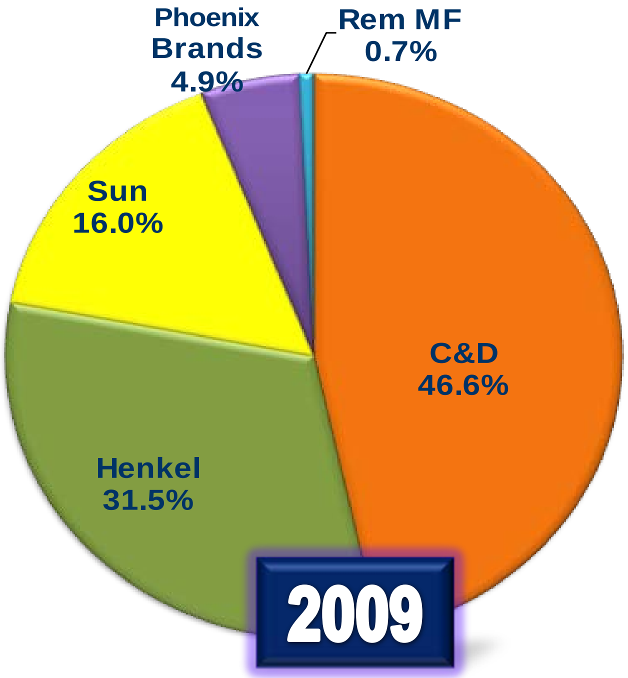
Priced Tiers	% Liquid Detergent $ Share 2009	% Liquid Detergent $ Share 2013
Premium	42.4%	41.4%
Mid-Priced	29.3%	26.1%
Value	24.7%	29.7%
Private Label	3.6%	2.8%

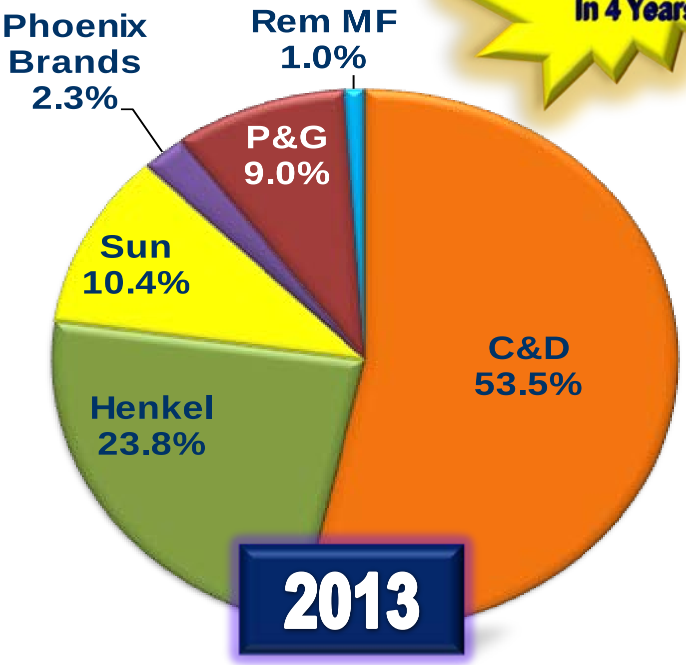
Source: C&D Custom Nielsen Scanning Database – Expanded AOC, 52 W/E 12/26/09, 52 W/E 12/21/09
2009: Era = Mid, 2013: Era = Value

CHD has Gained +6.9 Share Points in Value Since 2009 – Now Bigger Than the #2, #3, and #4 Players Combined

Value : Market Shares

CHD +6.9 Share Pts. In 4 Years





Source: C&D Custom Nielsen Scanning Database – Expanded AOC 52 wks end 12/21/13

Church & Dwight is the Only Liquid Detergent Manufacturer Reporting Share Growth vs. 2009, And Now Second to P&G in $ Share

Dollar Share Liquid Detergent Manufacturers

	2009	2013	Change
P&G	57.4%	56.2%	(1.2 pts.)
CHD	**11.5%**	**15.9%**	**+4.4 pts.**
Sun	15.7%	13.8%	(1.9 pts.)
Henkel	7.8%	7.1%	(0.7 pts.)
All Other	7.6%	7.0%	(0.6 pts.)

Source: C&D Custom Nielsen Scanning Database – Expanded AOC 52 wks end 12/21/13 and 52 wks end 12/26/2009

CHD is Now Second Only to P&G in Total Washloads

Liquid Laundry Washload Shares

	2009	2013	2009 vs. 2013 Share Point Change
Procter & Gamble	39.0	36.3	-2.7
Church & Dwight	**20.4**	**27.0**	**+6.6**
Sun Products	21.7	18.5	-3.2
Henkel	9.8	10.7	+0.9
Private Label	4.9	3.6	-1.3
All Other	4.1	3.9	-0.2

Source: C&D Custom Nielsen Scanning Database – Expanded AOC 52 wks end 12/21/13. Based on EQ Washloads

2014 News: P&G Launching Lower Priced Tide

2 Key Questions:

1) Will This Further Accelerate Growth of Value Segment?

2) Source of Volume: Premium Tide vs. Non-Tide Users?

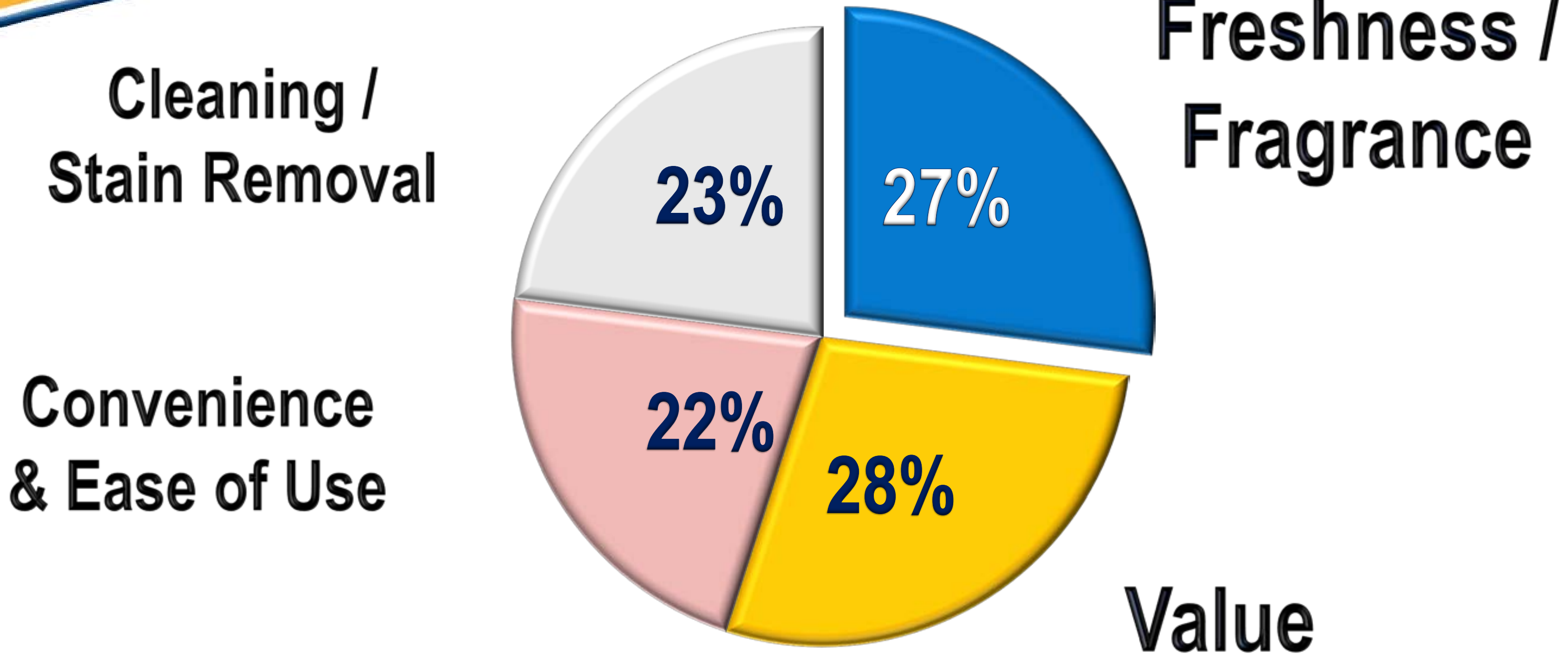
CHD Response:

BEST DEFENSE
is a
GREAT OFFENSE

CHD Response: Launching 3 Major Laundry Innovations in 2014

Fulfilling Unmet Consumer Needs

Freshness is a Top Driver of Consumer Delight in Laundry



Source: Nielsen BASES Competitive Insights Analysis, Key Category Drivers, General population, March 2013

ARM & HAMMER Clean Scentsations: Expands Brand Into Highly Fragranced Segment

Powerfully Clean.
Vibrantly Fresh.
Great Value.

Stain Removal is #1 Consumer Complaint

% of Consumers Net Dissatisfied with Current Performance on:

Source: Marketview Research, Hierarchy Benefit Study, August 2013.

OxiClean Laundry Detergent

- Tackles the toughest stains
- 20% better value than leading brand

Consumers Want Alternative to Bleach

<u>93% of Consumers Agree</u>:

- *“Chlorine bleach is harmful to some fabrics.”*

<u>Top Frustrations with Chlorine Bleach</u>

- Risk of Fabric Damage / Fiber Weakening
- Discoloration / Yellowing of Whites
- Harsh Smell / Fumes

OxiClean White Revive Laundry Booster

- Powers out laundry stains
- Delivers bleach like whitening
- Without chlorine smell, yellowing or color damage

“Top 10" TSR Drivers

2. Build Mega Brands Share

CHD Past Success Driven by 8 Power Brands

OXI CLEAN

FIRST RESPONSE
Early Result PREGNANCY TEST

TROJAN
BRAND CONDOMS

ARM & HAMMER
THE STANDARD OF PURITY

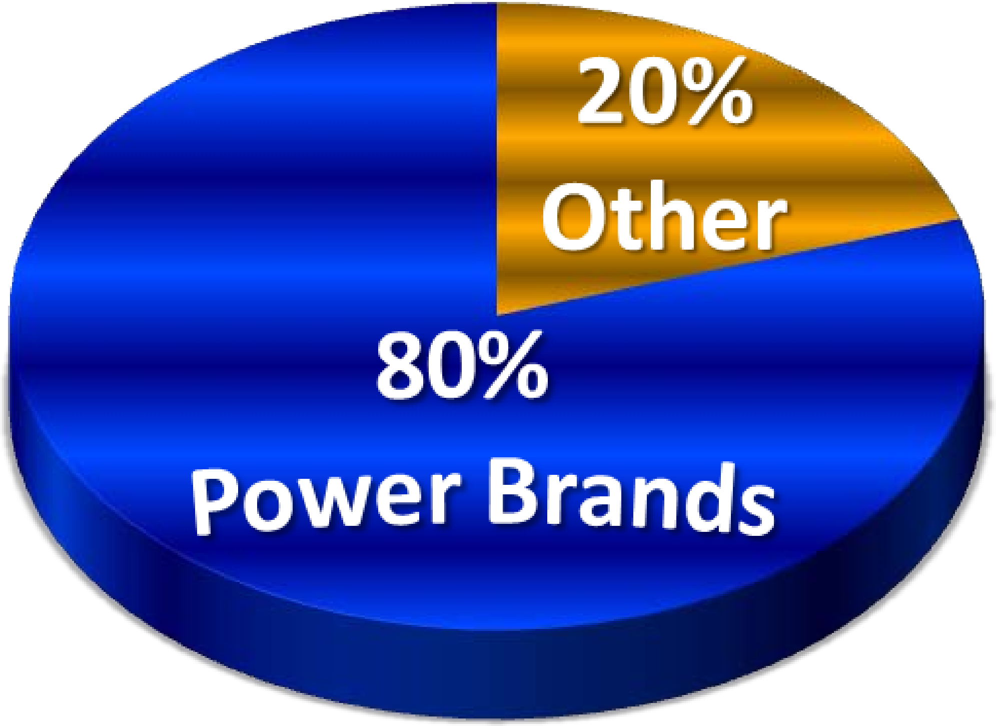
Nair
HAIR REMOVER

Spinbrush

Orajel

XTRA

The Power Brands Represented Over 80% CHD's Sales & Profits



The Power Brands Are All Market Leaders

A&H	A&H Products in 86% of US Households
Trojan	#1 Condom Brand
XTRA	#1 Extreme Value Laundry Detergent
First Response	#1 Pregnancy Kit Brand
Nair	#1 Depilatory Brand
Spinbrush	#1 Battery Powered Toothbrush Brand
OxiClean	#1 Laundry Additive Brand
Orajel	#1 Oral Care Pain Relief Brand

Our Power Brands Are Important to Retailers

Brand	Category	# of Top 10 SKU's by $ Sales
TROJAN	Condoms	10
Orajel	Toothache	7
Spinbrush	Battery Power Toothbrush	5
Nair HAIR REMOVER	Depilatories	5
OXI CLEAN	Laundry Additives	5
FIRST RESPONSE	Diagnostics	4
ARM & HAMMER	Cat Litter	1
ARM & HAMMER	Liquid Laundry Detergent	1
MultiVites	Adult Gummy Vitamins	7
GUMMY VITES	Child Gummy Vitamins	4

CHD's Consistent Share Growth Formula

Innovative New Products

+

Increased Marketing Spending

+

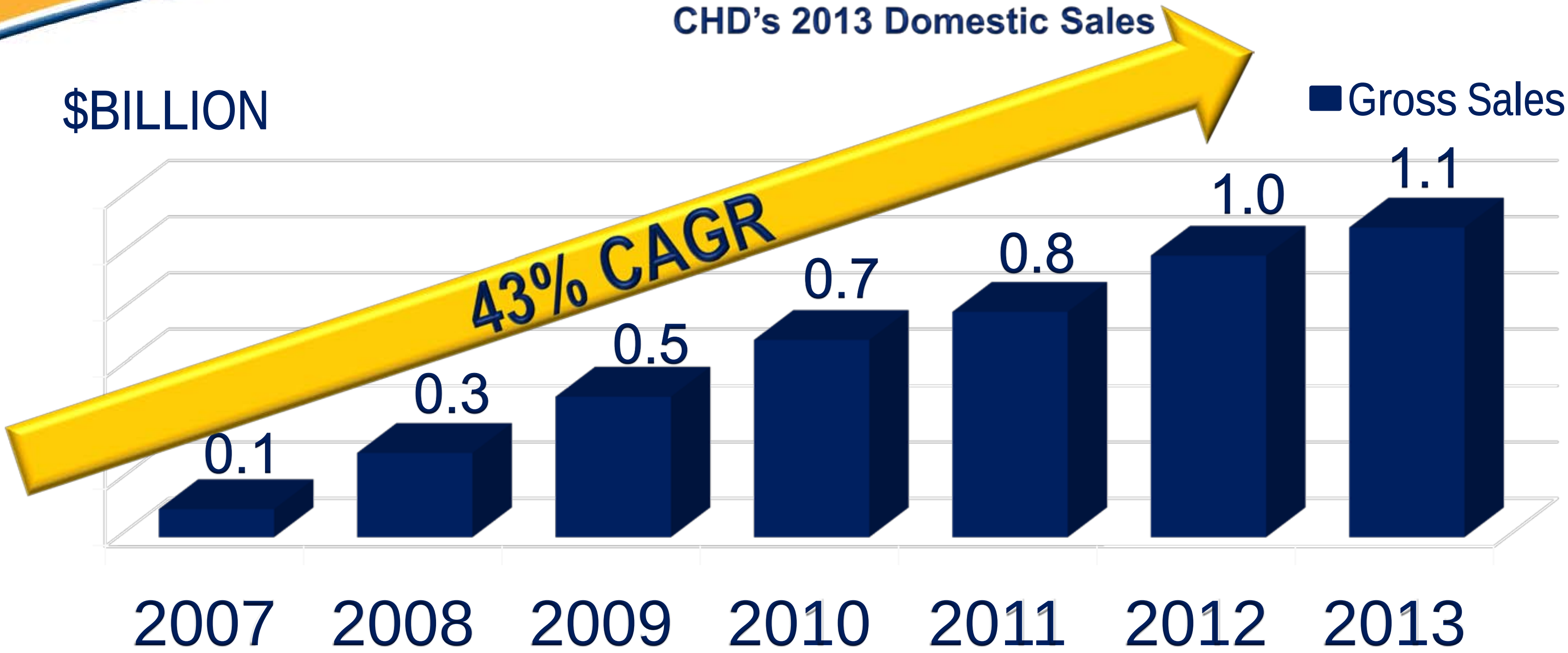
Increased Distribution

=

Share Growth on Power Brands

CHD Has a Track Record of Successful Innovation

- **New Products Launched Since 2007 Represent over 32% of CHD's 2013 Domestic Sales**



CHD Supports its Brands With Significant Advertising Spending

CHD is 13th Largest U.S. Advertiser, More Than Many Major CPG Companies:

13.	Church & Dwight
15.	Campbell Soup
16.	Coca-Cola
17.	Clorox
18.	Kimberly-Clark
21.	GlaxoSmith Kline
23.	S.C. Johnson
27.	Colgate-Palmolive

New Products + Increased Marketing = Increased Distribution

	Change in All Channel Distribution	
	2009 - Index	2013 Change vs. 2009 - Index
A&H Liquid Detergent	100	170
A&H Clumping Litter	100	148
Trojan Condoms	100	121
First Response Diag.	100	113
XTRA Liquid Detergent	100	142
Nair Dep/Wax/Bleach	100	98
Spinbrush Toothbrushes	100	113
OxiClean	100	139

Source: Nielsen AOC 52 Weeks Ending 12/21/13 vs. 12/26/09 Total ACV Points

CHD Consistent Share Growth Formula Worked!

Power Brands Exceeded Category Growth 75% of Time Over Last 6 Years

	2008	2009	2010	2011	2012	2013
	CHD	CHD	CHD	CHD	CHD	CHD
A&H						
XTRA						
OxiClean						
First Response (PTK)						
Nair						
Trojan						
Spinbrush						
Orajel (Toothache)						
Vitamins	N/A	N/A	N/A	N/A		

Source: Nielsen All Outlet YE 2007, 2008, 2009, 2010*, 2011* 2012*, 2013 All Outlet

CHD Future Growth: Greater Focus on 4 Mega Brands!

ARM & HAMMER
THE STANDARD OF PURITY

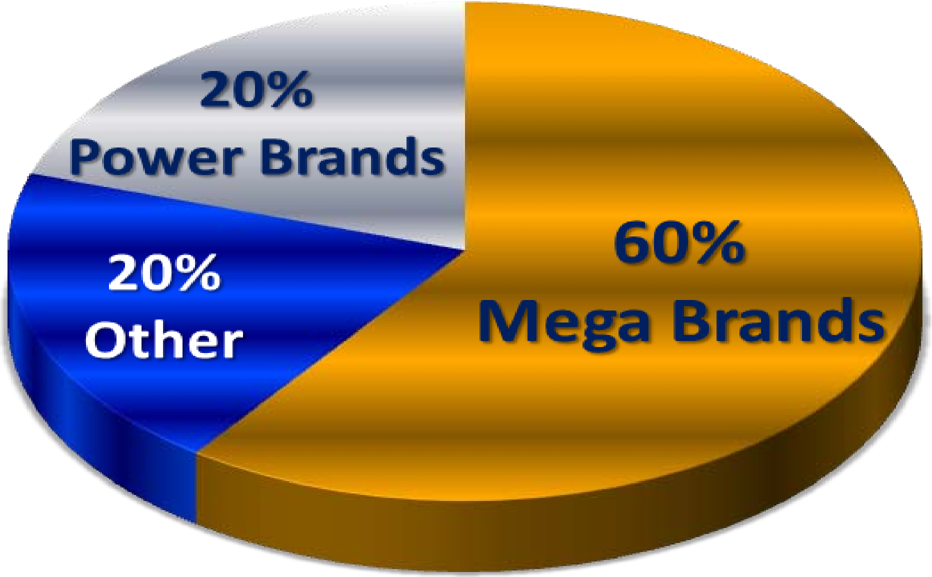
OXI CLEAN

TROJAN
BRAND CONDOMS

vitafusion

L'il Critters

The 4 Mega Brands Represent Approximately 60% of CHD's Sales & Profits



The 4 Mega Brands Have Delivered Strong Revenue Growth

	2008	2013
Arm & Hammer	100	144
OxiClean	100	123
Trojan	100	120
Vitamins	100	293
TOTAL	100	154

Same Consistent Share Growth Formula as Power Brands

Innovative New Products

+

Increased Marketing Spending

+

Increased Distribution

=

Share Growth on Power Brands

However, Mega Brands Have 4 Advantages Over Power Brands

1. Bigger Bang for Marketing Investment
2. Greater Licensing Potential
3. Bigger Bang for R&D Investment
4. Lower Organizational Costs

Ad $'s Spent on Mega Brands Drives Bigger Bang for $!

$1 Ad Spending on Any 1 Category Covered by a Mega Brand

Helps Drive Sales Across All Mega Brand Categories

Mega Brands Have Greater Licensing Revenue Potential!

- Licensed Products generated in excess of $185MM in Retail Sales
- Over 400 Licensed Products prominently feature the Arm & Hammer logo across 10 additional store aisles including:
  - ✓ **Arm & Hammer Vacuum Bags and Filters** - #1 selling bags and filters
  - ✓ **Arm & Hammer Diaper Pails** – fastest growing brand in the diaper pail category
  - ✓ **Arm & Hammer HVAC Filters** – available at 6,670 retail stores in Launch Year
  - ✓ **Arm & Hammer Pet Durables** – only comprehensive cat waste management brand

Source: Licensees Sales Data

R&D Investment Can Be Spread Across All Mega Brand Categories

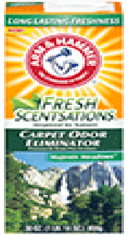
Baking Soda Product Benefits

- Deodorizes
- Cleans
- Whitens

Fabric Care

Pet Care

Carpet Care

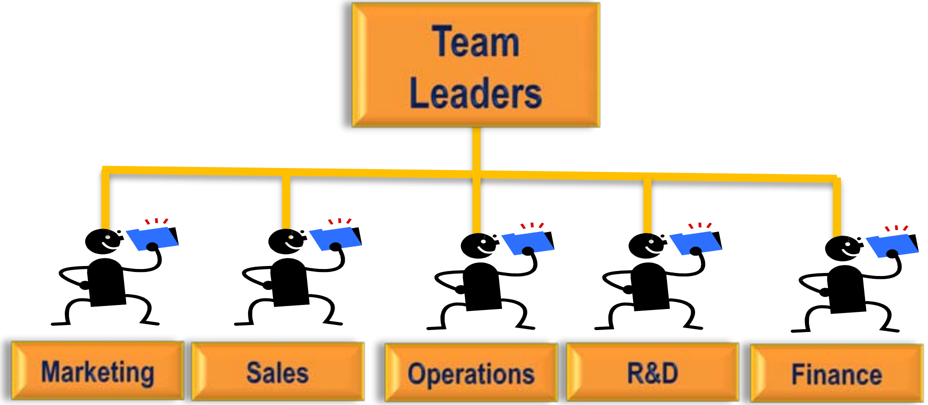


Oral Care

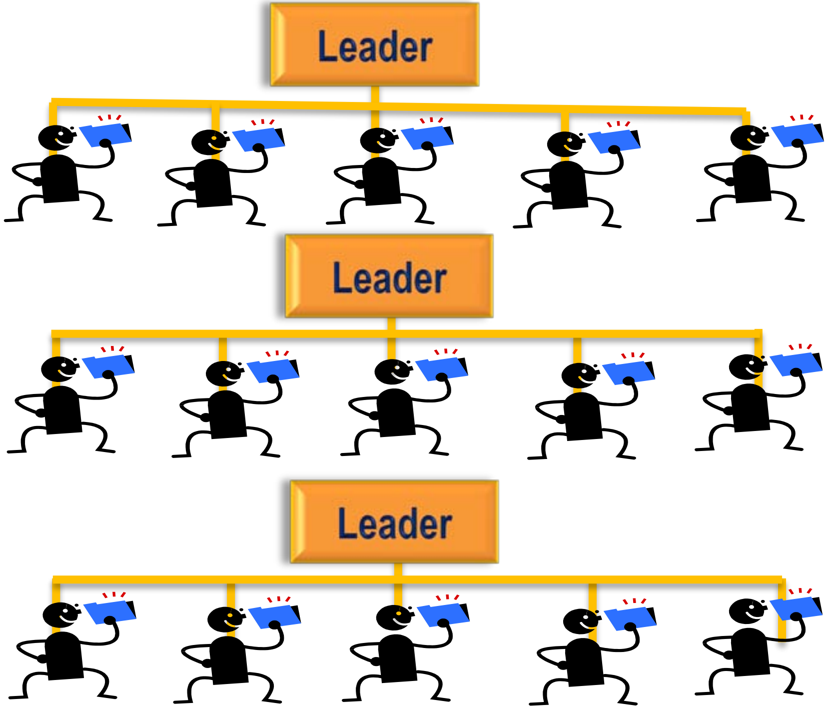
Personal Care

And, Mega Brands Require Less Organizational Costs

Mega Brand



Multiple Brand Teams



Net: Focus on Mega Brands = More Profitable Growth Per $1 Invested

Lower R&D Investment

+

Bigger Buy for Marketing Spending

+

Greater Licensing Revenue Potential

+

Lower Organizational Costs

=

The ARM & HAMMER Mega Brand
Right Brand…Right Value…Right Time.

A True Mega Brand for Today’s Consumer

A Billion Dollar Portfolio with the Right Combination of:

- Performance
- Innovation
- Trust
- Value

ARM & HAMMER Brand is a Great Example of a Mega Brand

Covers > 12 Categories

Baking

Pool

Deo

Pet Supplies

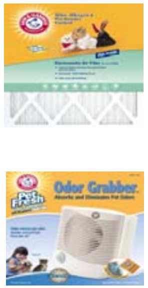
Cleaners

Laundry

Personal Care

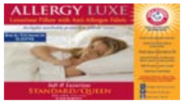
Floor Care

Air Care



Baby Care

Home Textiles



Paint

ARM & HAMMER Covers More Aisles Than Any Other Brand!

Spans Both Premium and Value Segments

Fabric Care

Pet Care

Baking Goods

Value

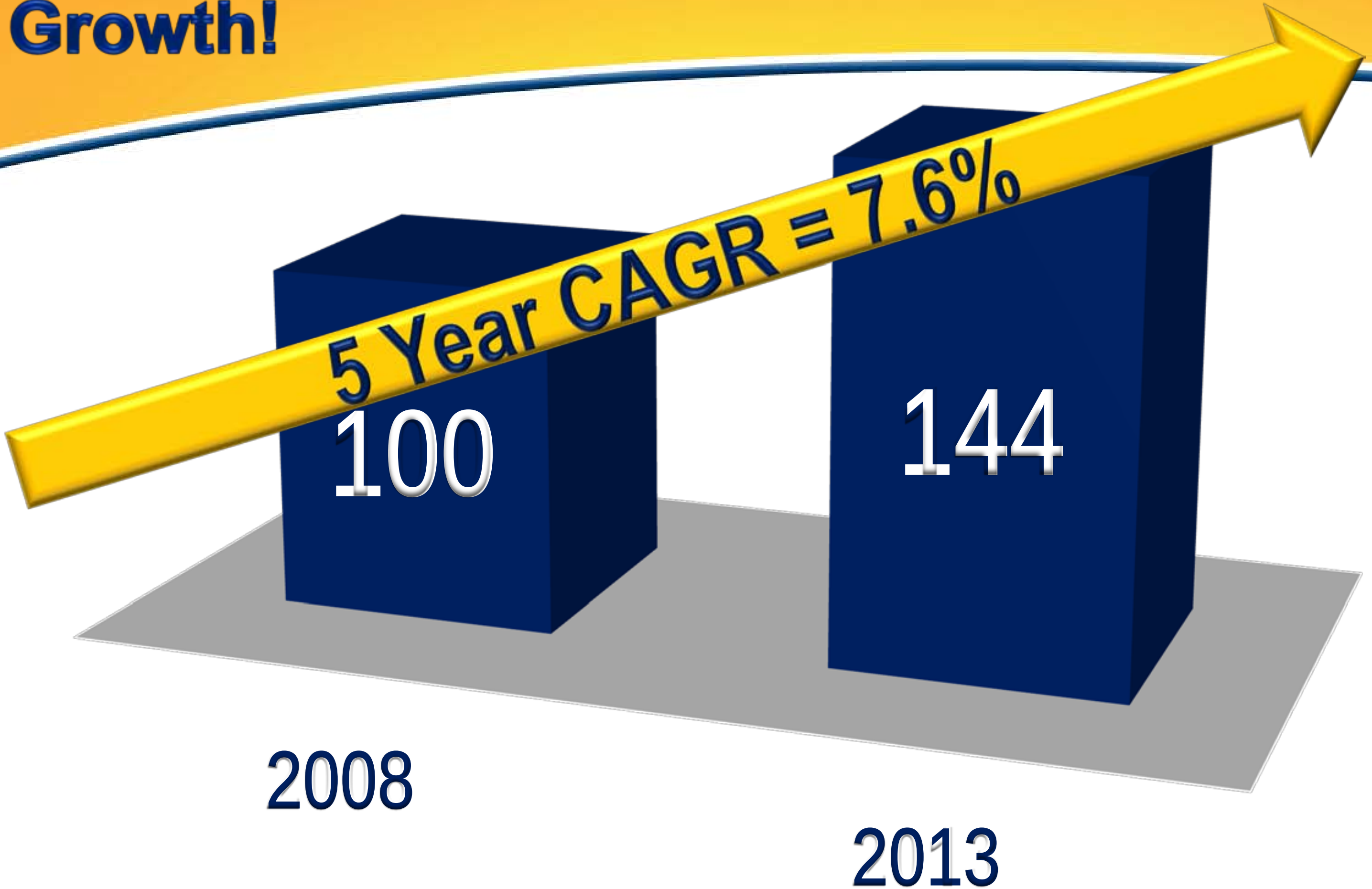
Premium

Anti-perspirant/
Deodorant

Carpet Care

Oral Care

160+ Year Old Brand Delivering High Single Digit Growth!



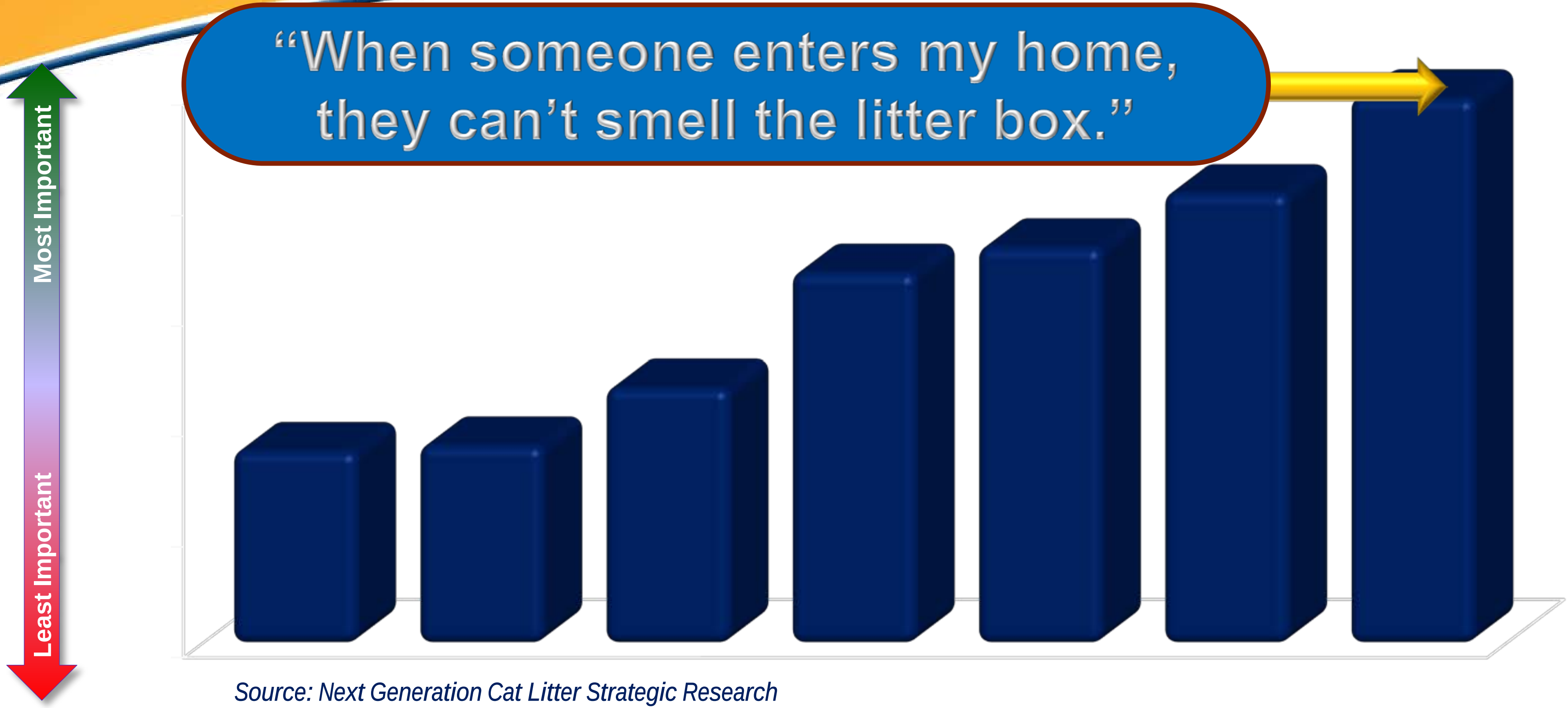
Driven By Innovative New Products

ARM & HAMMER Clean Scentsations: Expands Brand Into Highly Fragranced Segment

Powerfully Clean.
Vibrantly Fresh.
Great Value.

Cat Litter

Odor Control is the #1 Most Important Consumer Concern and Desire for Litter



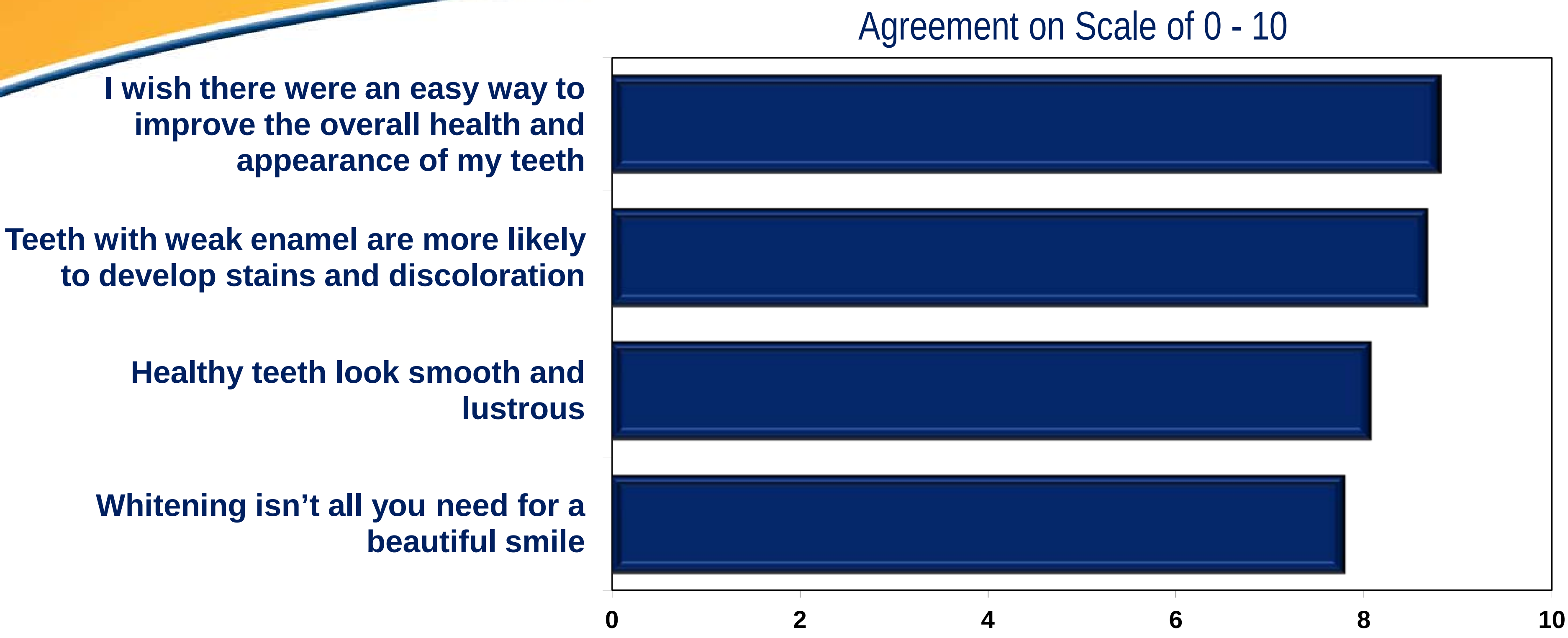
Source: Next Generation Cat Litter Strategic Research

ARM & HAMMER Clump & Seal Litter

- Guaranteed 7 day odor free home
- Premium Priced

Oral Care

Whitening is #1 Toothpaste Segment….But Consumers Demand More Than Whitening



Source: Acupoll October 2012

A&H Truly Radiant Toothpaste

- Superb whitening
- Excellent cleaning
- While it repairs and strengthens enamel
- And delights consumers with its outstanding taste

And, A&H Truly Radiant Toothbrush

- Innovative Bristle Design
- Reaches Deeper Between Teeth
- Removes 100% More Plaque Than A Manual Toothbrush

Innovations Supported by Powerful, Holistic Marketing Campaign

Print

Digital

Media

In-Store

Online

Public Relations

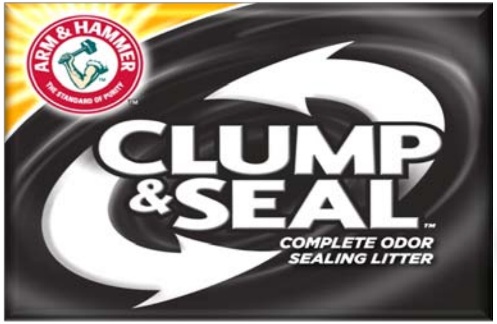
More Advertising Than Other Major Brands

Top 100 Brands

1. L'Oreal
7. Crest
23. Colgate
24. ARM & HAMMER
28. OxiClean
30. Tide
36. Clorox
79. Gain
96. Oral-B

Source: Syndicated Media Research (Oct. 2011 – Sept. 2013)

ARM & HAMMER Mega Brand Advertising



- ✓ **Real Problems**
- ✓ **Real Solutions**
- ✓ **Real People**

Show ARM & HAMMER Commercials

- A&H Clean Scentsations
- A&H Clump & Seal

OxiClean: Our New Mega Brand

OxiClean Dominates Laundry Additive Category

- #1 Brand: Bigger Than Next 3 Brands Combined
- #2 Most Advertised Brand in Fabric Care
- Loved By Its Consumers

Time to Expand OxiClean Into a Mega Brand

2013

Laundry Additive:
$1B Category

2014

Laundry Detergent:
$7B Category

Bleach Alternative:
$800MM Category

Auto Dishwashing:
$1B Category

OxiClean Laundry Detergent

- Tackles the toughest stains
- 20% better value than leading brand

OxiClean White Revive Laundry Booster

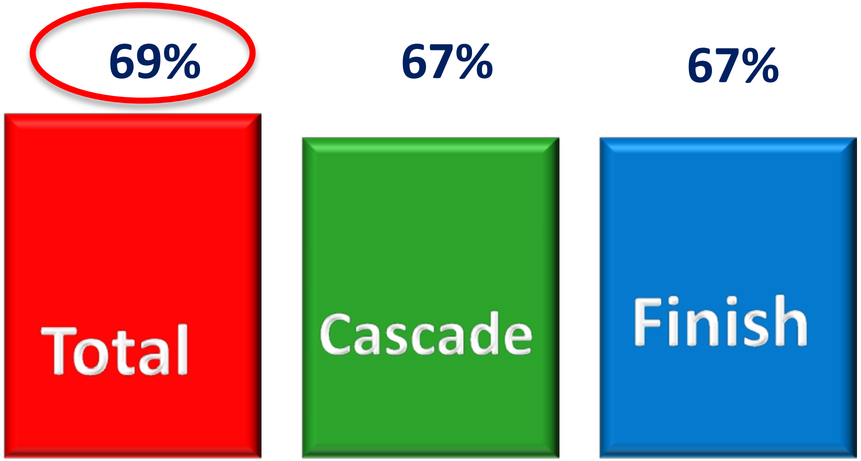
- Powers out laundry stains
- Delivers bleach like whitening
- Without chlorine smell, yellowing or color damage

Auto Dishwashing

69% of Consumers Experiencing Cleaning Issues Due to Phosphate Removal

- ***Dried-on Food, Stains and Filming are the Key Detergent Gaps***

<u>% Experiencing Cleaning Problems</u>



Cleaning Problem:	
Dried-On Food	76%
Filming	77%
Baked On Stains	35%

Source: a leading consumer publication

OxiClean Extreme Power Crystals Auto Dish Detergent

- Eliminates toughest stains
- Delivers crystal clear and clean dishes every time
- Great performance at value to super premium detergents

Powerful, Holistic Marketing Campaign

Media

Offers

Cross-Ruffs

In-Store

Online

Public Relations

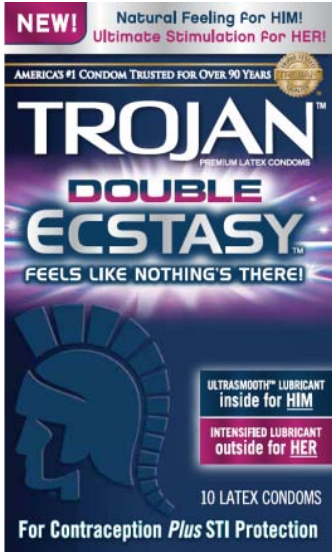
OxiClean Will Increase Mega Brand Advertising by +53%

+53%

Show OxiClean Advertising

- ✓ BIG problems and BIG solutions
- ✓ BIG demo
- ✓ Memorable spokespersons
- ✓ Guaranteed or Your Money Back

Trojan Mega Brand



Trojan Mega Brand Evolution

Acquired Trojan Brand in 2000

TROJAN®
BRAND CONDOMS

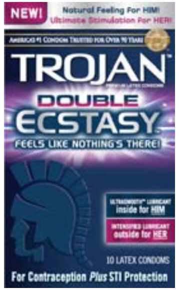
Just Condoms: #1 Brand with 70% Market Share

Launched Vibrators in 2005

Successful Launch Into Lubricants in 2013

Created Trojan Mega Brand

TROJAN
BRAND CONDOMS

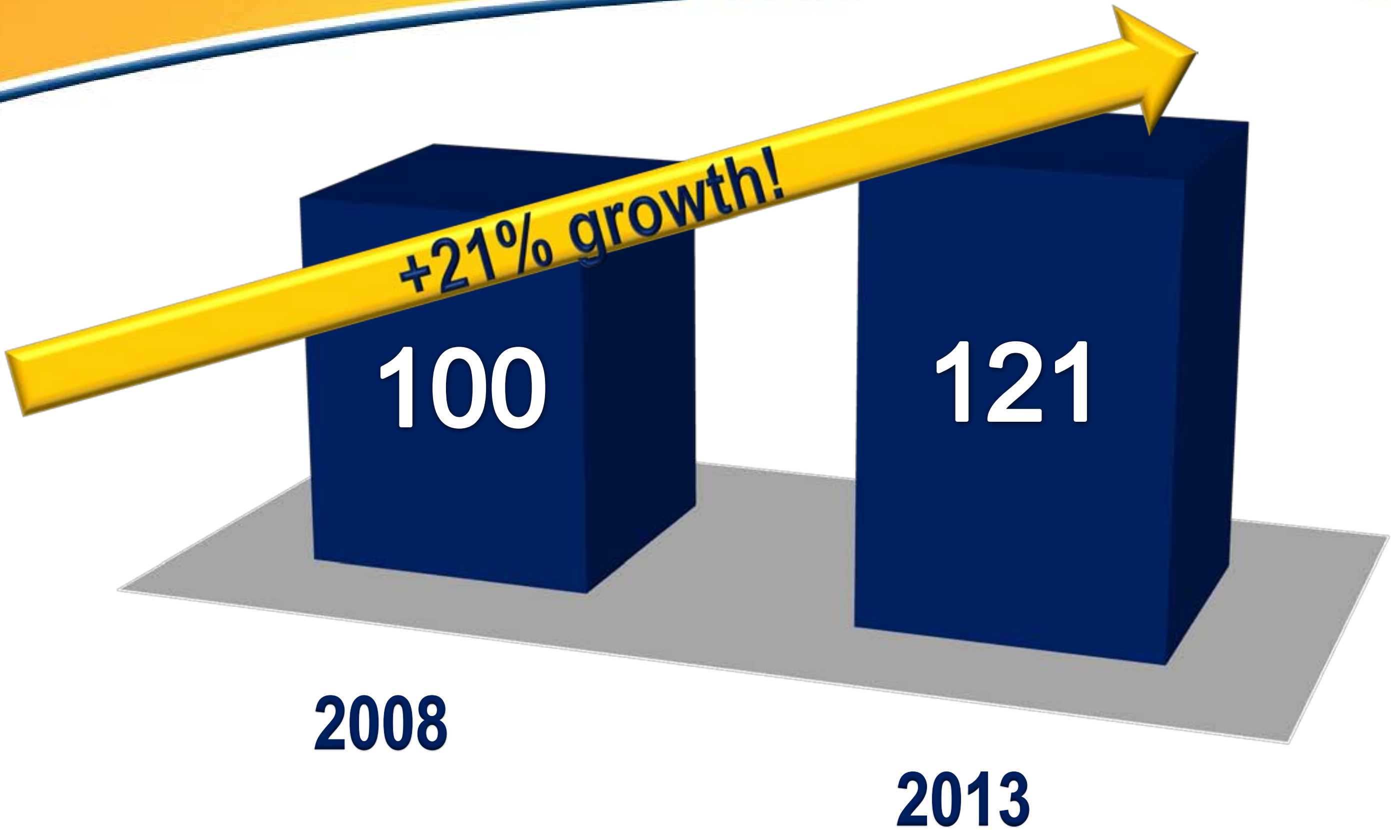


Condoms

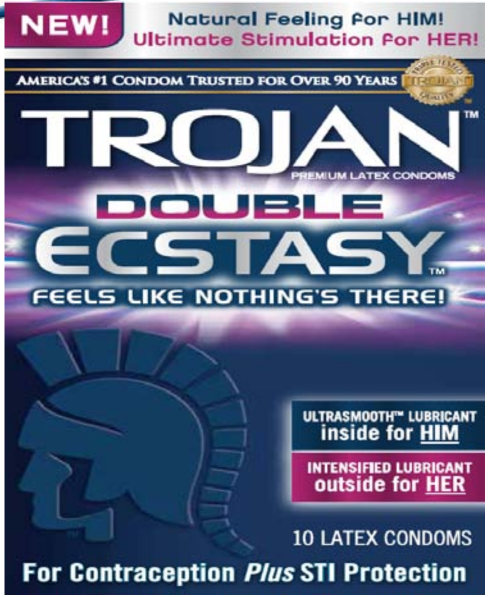
Lubricants

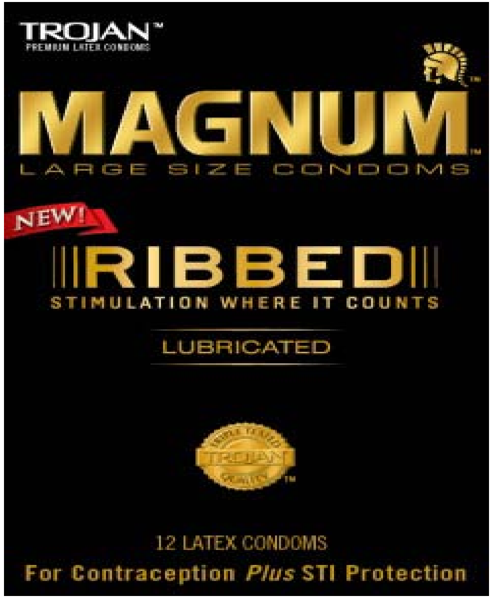
Vibrators

Trojan Mega Branding Delivered Strong Sales Growth



Trojan Condoms Innovation in 2014





- Ultra smooth lubricant inside for him
- Stimulating ribbing and intensified lubricant on outside for her

- Stimulating ribbing for extra pleasure

Trojan Vibrations Innovation in 2014

Three-in-one compact vibrator

Vibrating ring designed for extended reach & continuous contact

A variety pack for play and protection:

- 4 Pure Ecstasy Condoms
- 4 Arouses & Intensifies Lubricant Packets
- 1 Duo Vibrating Ring

2014 Trojan Lubricants Innovation

Premium Tier

Value Tier

Trojan Mega Brand Advertising

TROJAN™

Real. Good. Sex.

The 4th Mega Brand is Vitamins

vitafusion™

L'il Critters™

Vitamin Mega Brand History

- Acquired in October 2012
- Fastest Growing Segment of Growing Vitamin Category
- Pioneered Gummy Vitamin Form For Kids (L'il Critters)
  - 60% of all kids vitamins today
- Launched Gummy Form for Adults in 2009 (Vitafusion)
  - Still only 6% of all adult vitamins
  - Adult VMS category is $6.7B 20 times kids' VMS category
- #1 Gummy Brands for Kids and Adults

Vitamins – Net Sales Index (2008-2013)

2014 New Packaging Highlights Key Consumer Benefit: "We Make Nutrition Taste Good."

2014 Innovation: Vitafusion Multi Plus Line

- 84% of adult vitamin users take a multivitamin plus at least one other supplement
- So, we put the multivitamin together with the 4 biggest supplements

2014 Innovation: L'il Critters Multi Plus Line

- Same multi-plus approach to kid's vitamins

Supporting Product Innovations With a 37% Increase in Advertising

vitafusion™

+37%

L'il Critters™

Vitamin Mega Brand Advertising

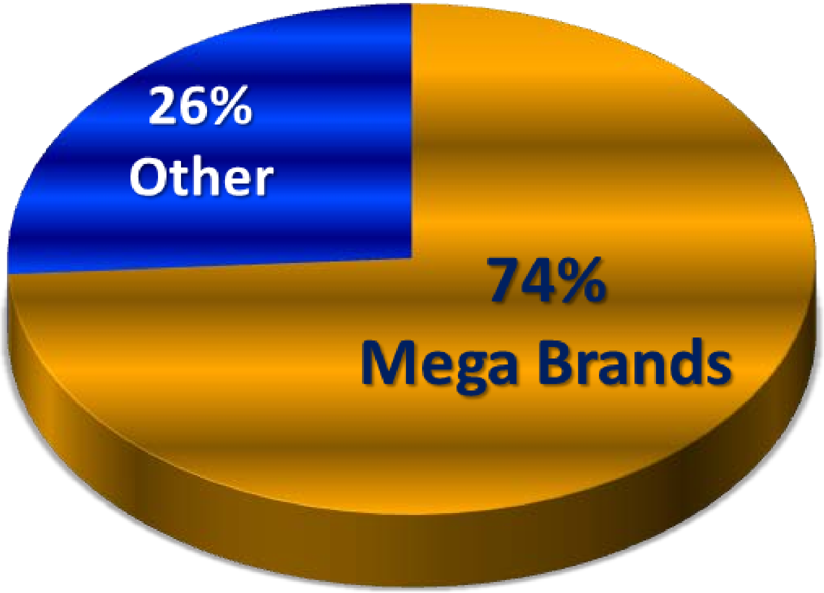
We Make Nutrition Taste Good.

2014 Plan Reflects Greater Focus On 4 Mega Brands

- Major New Product Launches on Every Mega Brand
- Increased % of CHD Ad Spending on Mega Brands
- Entering White Space to Expand Breadth of Mega Brands

Major Product Launches on All 4 Mega Brands

The 4 Mega Brands Represent 60% Revenue But Receive 74% of CHD's Total Marketing Spending in 2014



Entering New White Space to Expand Breadth of Mega Brands

2013

2014

And…Product Innovations on CHD Power Brands

- ✓ **Nair**
- ✓ **First Response**
- ✓ **Orajel**

2014 Product Innovations: Nair Moroccan Argan Oil Line

- Now Nair has the most luxurious ingredient in beauty, Moroccan Argan Oil
- Only from Nair, the #1 hair removal brand, 30.8% $ Share
- Ultimate Roll-On Wax: Breakthrough technology removes very short hair and rinses clean with water

Source: AC Nielsen latest 52 weeks ending 1/18/2014

2014 Product Innovations: First Response 6 Day Claim

- Now…First Response is the Only Brand that can tell you 6 Days Sooner
- Enhanced technology to detect more forms of the pregnancy hormone, 6 days sooner than the missed period
- Only from First Response, the #1 Pregnancy Test brand, 31.1% $ Share

Source: AC Nielsen latest 52 weeks ending 1/18/2014

2014 Product Innovation: Orajel

<u>Adult</u>

- **Delivers on #1 oral pain consumer need (strong pain relief)**

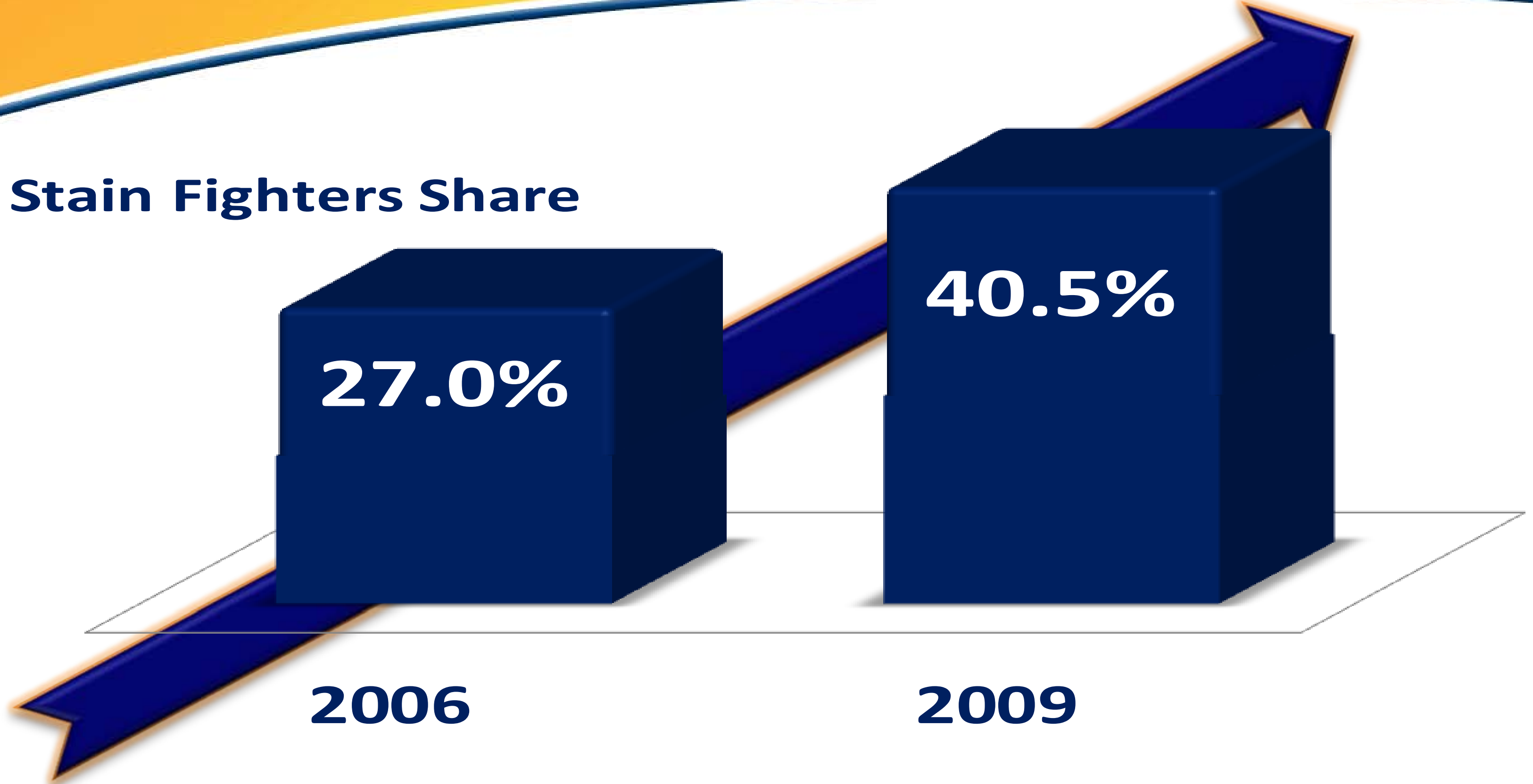
- **<u>Only</u> Cold Sore Product that delivers on 2 most critical consumer needs: faster healing and moisturization**

Retailers Love Our New Products

Strong Trade Acceptance of New Products

“Top 10" TSR Drivers

CHD Purchased OxiClean in 2006 and Increased Its Market Leadership to 40.5% by 2009



Nielsen FDMxWM, Dollar Share of Stain Fighters

We Did This Through Innovation New Forms, New Products, and Claims…

2007

Increased Pretreat **support**

"See it Work before your eyes"

2008

Premium Pretreat line extension

"The Best in Stain Removal"

2009

Increased Liquid support

"Cleaner, Whiter, Brighter""

2009-10

Versatility emphasis

"Gets tough stains out all around the home"

...And Increased Marketing Spending 400%

Source: First Response Actual Yearly Marketing Spending

In Mid-2009, the #1 Laundry Brand Attacked the Category With Major New Product Launch

CHD Ferociously Defended OxiClean With Innovative New Products

4 in 1 Power!

More Power In Every Drop!

Seeks out stains in your wash!

Clings to and breaks down stains!

Unbeatable on the Toughest Stains!

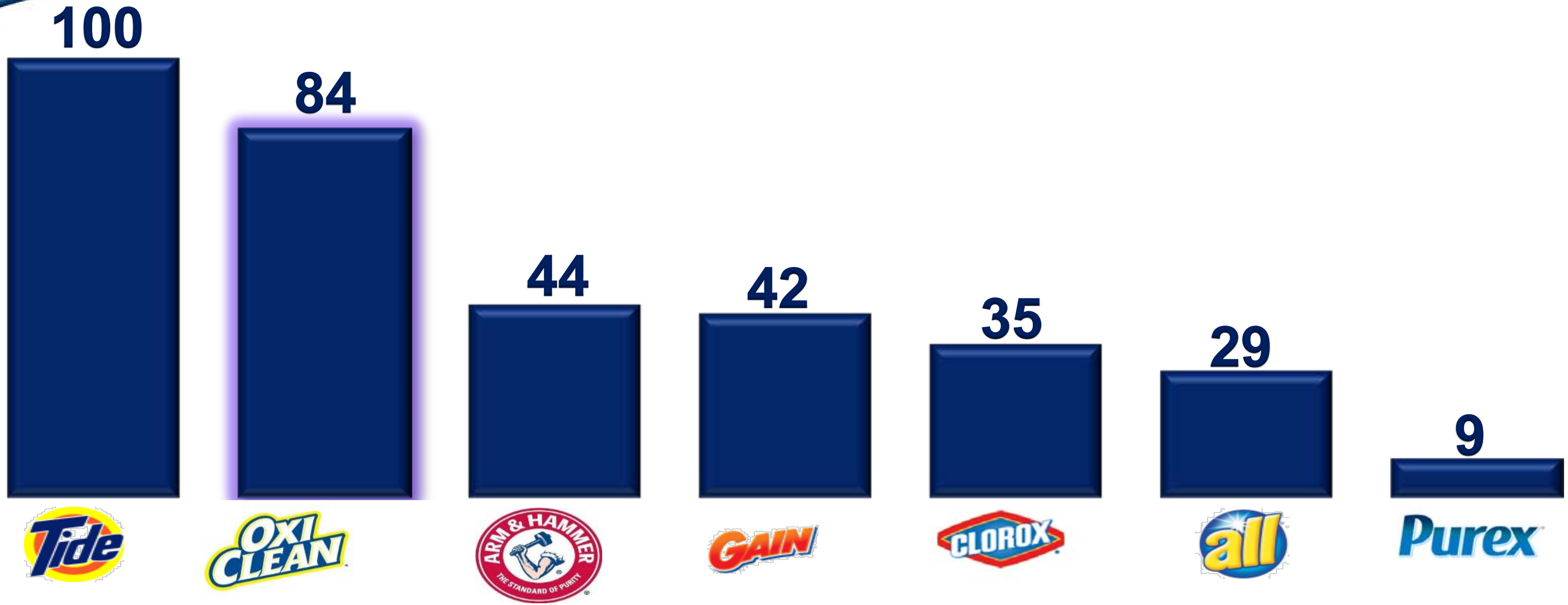
Gets the Toughest Stains Out!

We Also Co-Branded OxiClean With Other Leading CHD Brands to Drive Higher Brand Awareness

Branded Launches

Co-Branded Launches

We Increased Ad Spending to Make OxiClean the #2 Most Advertised Brand in Fabric Care



Source: Reported Media spend ($MM), 52 week data October 2012 through September 2013

OxiClean is Not Only Still #1 – But Has Grown Share And is Bigger Than Next 3 Brands Combined!

Market Share

	2009	2013	Change
OxiClean	40.5%	43.4%	+2.9 pts.
P&G	11.5%	12.8%	+1.3 pts.
Reckitt	13.8%	8.2%	-5.6 pts.
SC Johnson	20.1%	19.5%	-0.6 pt.

Source: Nielsen Scanning Database – AOC 52-week ending 12/21/13.

"Top 10" TSR Drivers

4. Driving International Growth

Entry Strategy Into Venezuela

CHD 2001 – 2013 Geographic Mix Transformation

CHD has *transformed* from almost totally a U.S. business to more of a global player.

<u>2001</u>

INTERNATIONAL - 2%

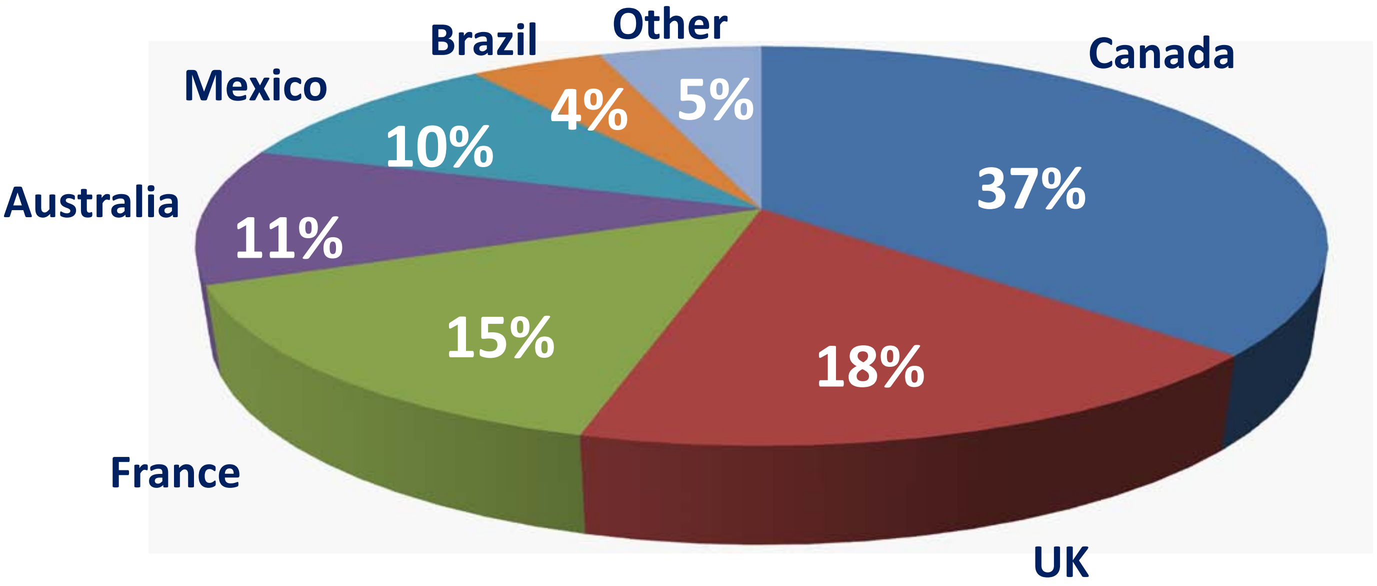
United States
98%

<u>2013</u>

INTERNATIONAL - 17%

United States
83%

International Net Revenues in 2013 Were $532.8 Million With 94%* in 6 Countries



* Includes exports from these subsidiaries to over 100 countries.

5 Out of 6 Subsidiaries Have Good Long-Term Net Sales Growth Records

	2007 vs. 2013 CAGR
Australia	+9%
England	+7%
Mexico	+6%
Canada	+6%
Brazil	+4%
France	Flat

Key Drivers of Continued Strong International Growth

1. **Continue to Grow International Power Brands**

2. **Expanding Corporate Power Brands**

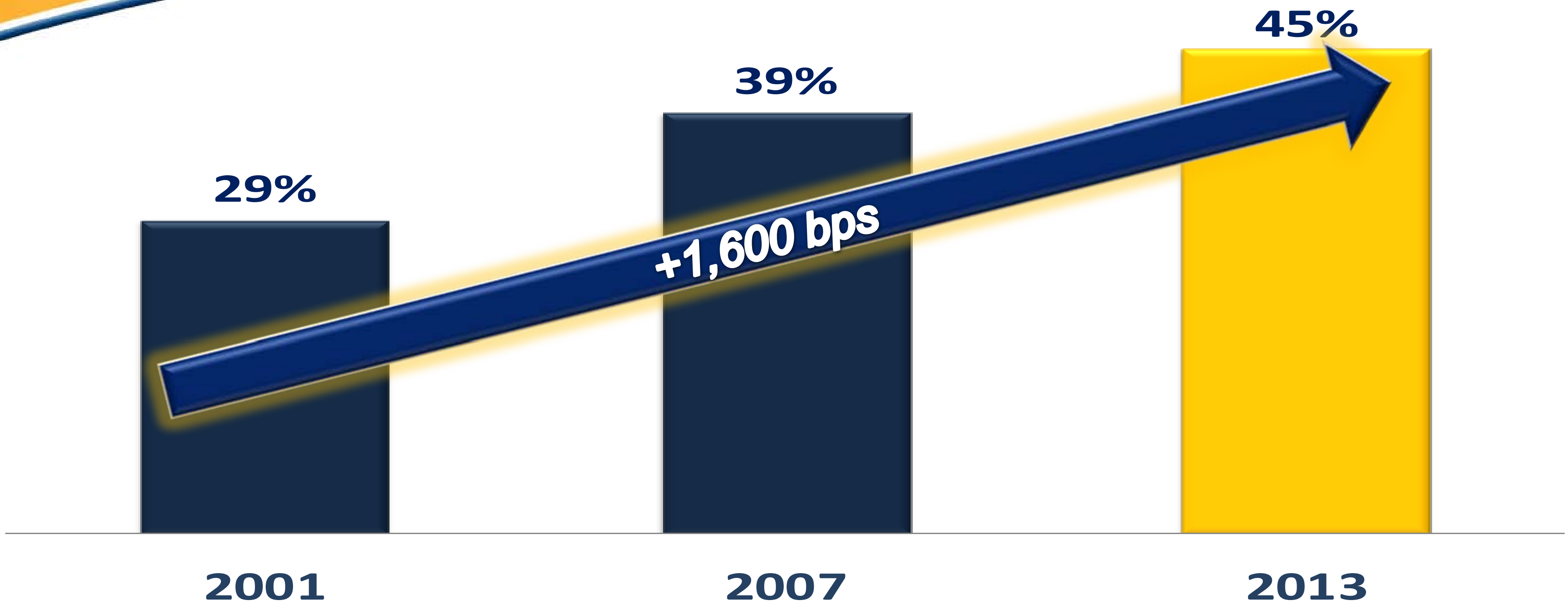
3. **Building Scale Through Acquisitions**

4. **Leveraging "One Company" Strengths Across All Functions**

“Top 10" TSR Drivers

5. Expanding Gross Margin

CHD 2001 – 2013 Gross Margin Expanded 1,600 bps



CHD Has Delivered Greater Gross Margin Growth Over Past 7 Years Than Key Competitors

	Gross Margin		
	2007	2013	Change
CHD	39.1%	45.0%	+590 bps
Colgate	56.2%	58.1%	+190 bps
Kimberly-Clark	31.2%	32.0%	+80 bps
Clorox*	43.1%	42.9%	(20 bps)
P&G*	52.3%	49.6%	(270 bps)

Source: SEC Filings
*June 30 Fiscal Year End

Key Gross Margin Growth Drivers

Actions	Examples
Good to Great Cost Optimization Program	Reformulation, Reduce Packaging, Reduce SKU's, Laundry Compaction, Hedges
Supply Chain Restructuring	New Laundry & Cat Litter Plants - York, PA (2008) - Victorville, CA (2012)
Acquisition Synergies	Acquire Higher Margin Brands And Implement Cost Synergies
Price / Mix	Launch Higher Margin New Products

All CHD Employees Focused on Gross Margin

25% of All Employees Annual Bonus

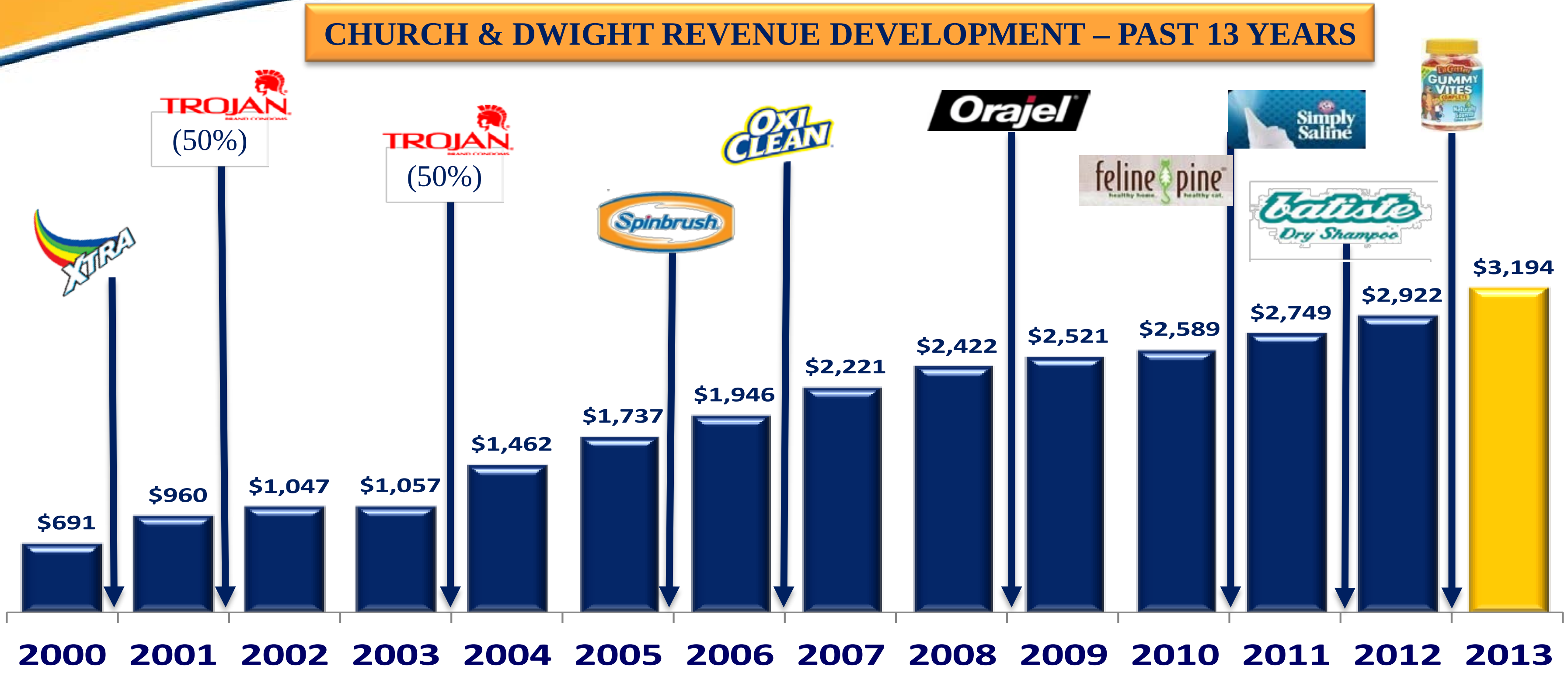
“Top 10" TSR Drivers

6. Proven Track Record on Acquisitions

We Have Clear Acquisition Guidelines to Ensure Accretive Acquisitions

- Primarily #1 or #2 Share Brands
- Higher Growth, Higher Margin Brands
- Asset Light
- Leverage CHD Capital Base in Manufacturing, Logistics and Purchasing
- Deliver Sustainable Competitive Advantage

Proven Track Record on Acquisitions Has Been a Key Driver of CHD Growth



$ in millions

8 of 9 Power Brands Acquired Since 2000

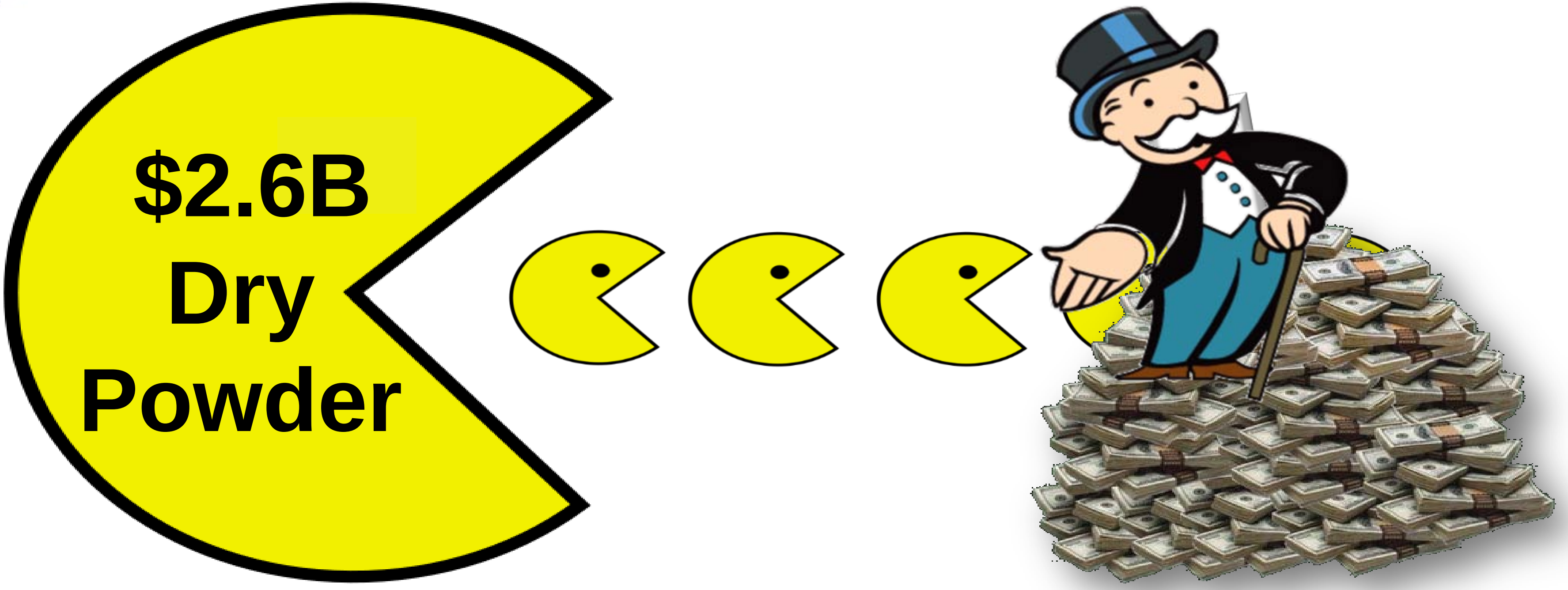
			YEAR ACQUIRED
	Arm & Hammer	$1 Billion Brand	---
	Trojan	#1 Condom Brand	2001
	XTRA	#1 Extreme Value Laundry Detergent	2001
	First Response	#1 Pregnancy Kit Brand	2001
	Nair	#1 Depilatory Brand	2001
	Spinbrush	#1 Battery Powered Toothbrush Brand	2005
	OxiClean	#1 Laundry Additive Brand	2006
	Orajel	#1 Oral Care Pain Relief Brand	2008
	Avid	#1 Adult & Kids Gummy Vitamin	2012

CHD Has Quickly Integrated and Grown Share on Power Brands Since Acquisition

	Year Acquired	Pre-Acquisition Share	2013 Share
Trojan	2001	68.9%	75.8%
XTRA	2001	5.1%	6.3%
First Response	2001	12.0%	31.2%
Nair	2001	22.8%	47.4%
Spinbrush	2005	30.1%	38.4%
OxiClean	2006	26.1%	43.4%
Avid	2012	2.7%	3.3%

Nielsen All Outlet Scanning Share for 2012
Nielsen FDMx Share for 2005 and Later
IRI FDMx Share prior to 2005

Actively Pursuing New Acquisitions With Significant Dry Powder



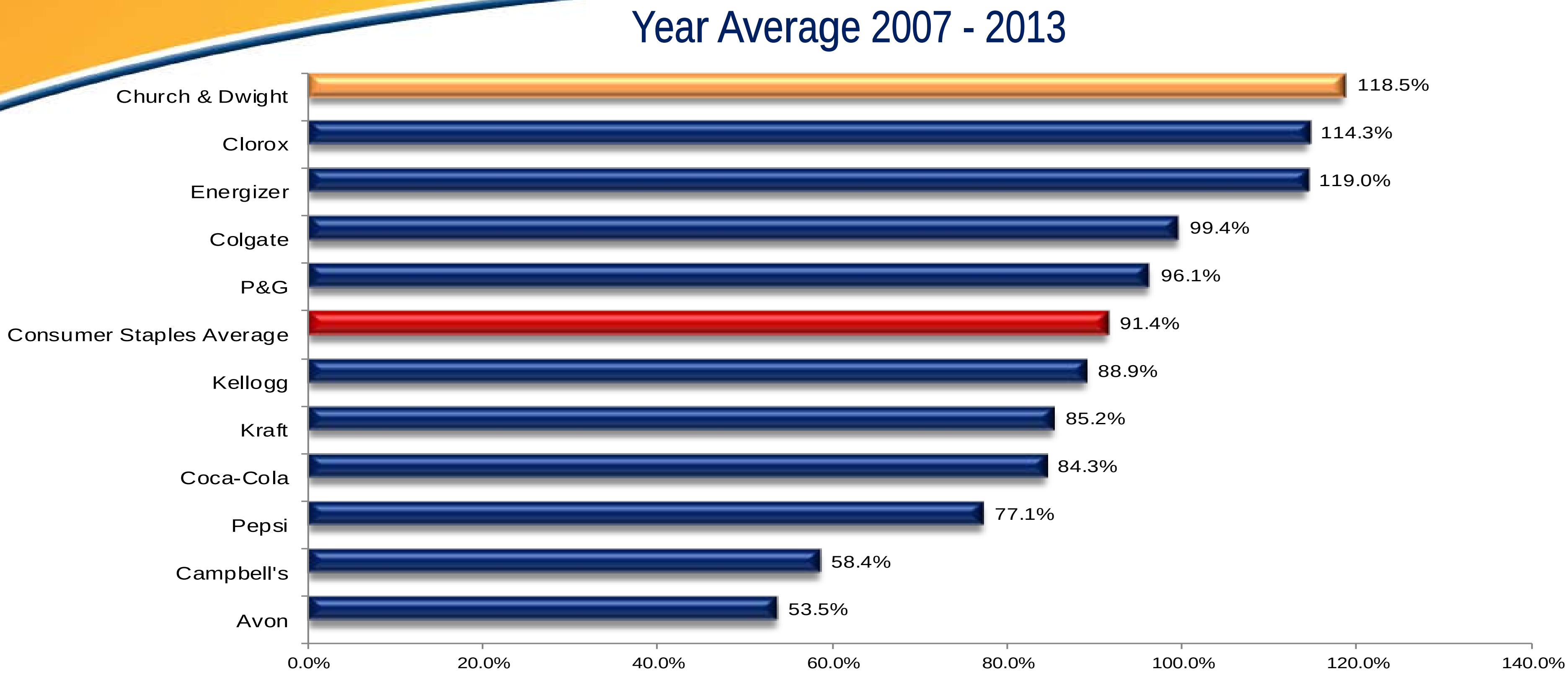
"Top 10" TSR Drivers

7. "Best in Class" Free Cash Flow Conversion

2002 – 2013 Free Cash Flow* Has Increased 525% to $469MM

- 2013 excludes $36 million tax payment that was deferred from 2012 due to Hurricane Sandy

“Best in Class” FCF Conversion



Source : Bloomberg

“Top 10" TSR Drivers

8. Superior Overhead Management

Revenues Have Increased 113% Since 2004, Headcount Has Increased Only 11%

	2004	2013	Change
Revenue	$1.5B	$3.2B	113%
# Employees	3,800	4,200	11%
EPS	$0.68	$2.79	310%

Resulting in Highest Revenue Per Employee of Any Major CPG Company

	Employees	Revenue ($MM)	Revenue Per Employee
Church & Dwight (Total)	4,200	$3,194	$760,476
Procter & Gamble	121,000	$84,200	$695,600
Clorox	8,400	$5,623	$669,400
Colgate	37,700	$17,100	$453,200
Kimberly Clark	58,000	$21,063	$363,200
Energizer	15,000	$4,646	$309,700
Avon	39,100	$10,863	$274,100

Source: SEC Filings

Management Team "Walks the Walk" on Tight Overhead Controls

Continue to Drive Lower Overhead Costs in 2014

- New Health Care Plan
- New Information System
- Leveraging Headcount

“Top 10" TSR Drivers

9. Expert Management Team

We Believe in Leadership Expertise and Longevity Versus Cross-Functional Experiences and Management Turnover

- Our 8 Strategic Business Unit Leaders are "Lifers".

- The Average Experience of Our SBU Leaders in The CPG Industry is 23 Years.

“Management Expertise” Pays Off

- 8 Original Power Brands Exceeded Category Growth Rate 37 Out of 50 Times in Last 6 Years
- Able to Minimize Headcount Growth
- Outstanding Execution Across All Functions
- Able to Absorb Acquisitions With Minimal Additional Headcount

Source: Nielsen All Outlet 2008-2012

“Top 10" TSR Drivers

10. **TSR Junkies**

Incredible Decade of Growth Has Transformed CHD

- Net Revenues Have Doubled to $3.2 Billion.
- Gross Margins Have Increased 850 bps to 45.0%.
- Marketing Spending Has Increased 150 bps to 12.5%.
- SG&A Has Decreased 70 bps to 13.0%.
- Operating Income Has Increased 780 bps to 19.5%.
- EPS Has Increased 310% From $0.68 to $2.79.
- Free Cash Flow* Has Increased 187% to $469MM, 119% of Net Income.
- Market Cap Has Grown From $2 Billion to $9 Billion.

*2013 FCF Excludes a $36 Million Federal tax payment that was deferred from December 2012 to January 2013

And Delivered Outstanding Returns to Our Shareholders

10 YEAR
TSR CAGR
16.3%

Driven by a Great Team of TSR Junkies

CHD Team is 100% in the Game

1. Bonuses Tied 100% to Business Results:
   - 25% Net Revenue
   - 25% Gross Margin Expansion
   - 25% EPS
   - 25% Free Cash Flow
2. Equity Compensation is 100% Stock Options
3. Required to be Heavily Invested in Company Stock

2014 Financial Outlook

"And Back to Matt!"

Agenda

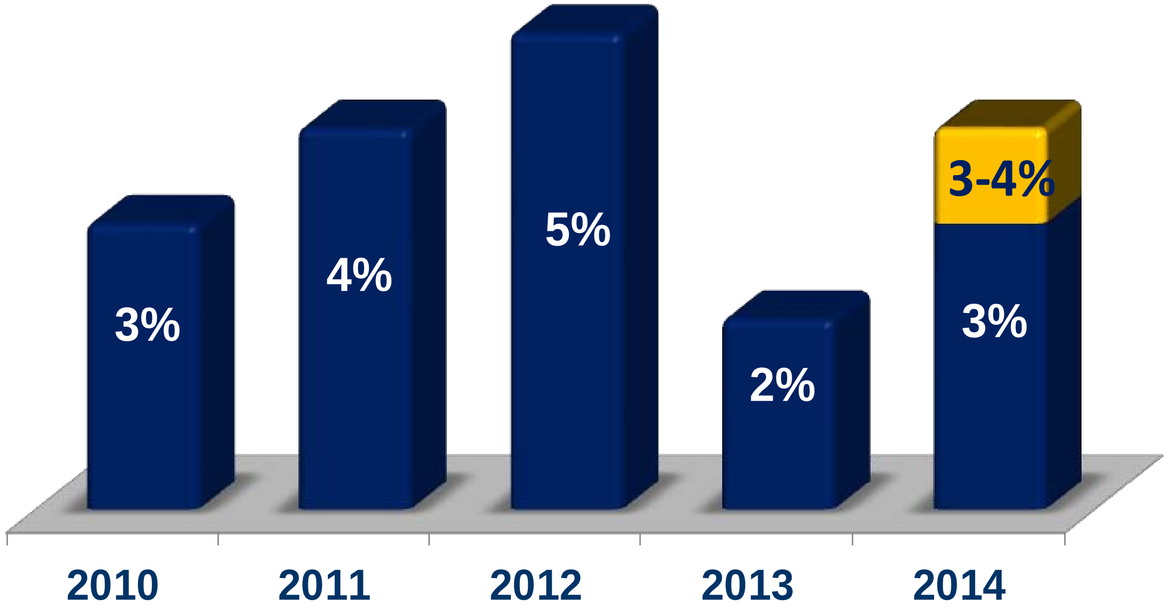
1.	Opening Remarks	Jim Craigie
2.	FY2013 Results	Matt Farrell
3.	“Top 10” TSR Drivers	Jim Craigie
4.	2014 Financial Outlook	Matt Farrell
5.	Q&A	Jim Craigie/Matt Farrell

Aggressive But Achievable Targets

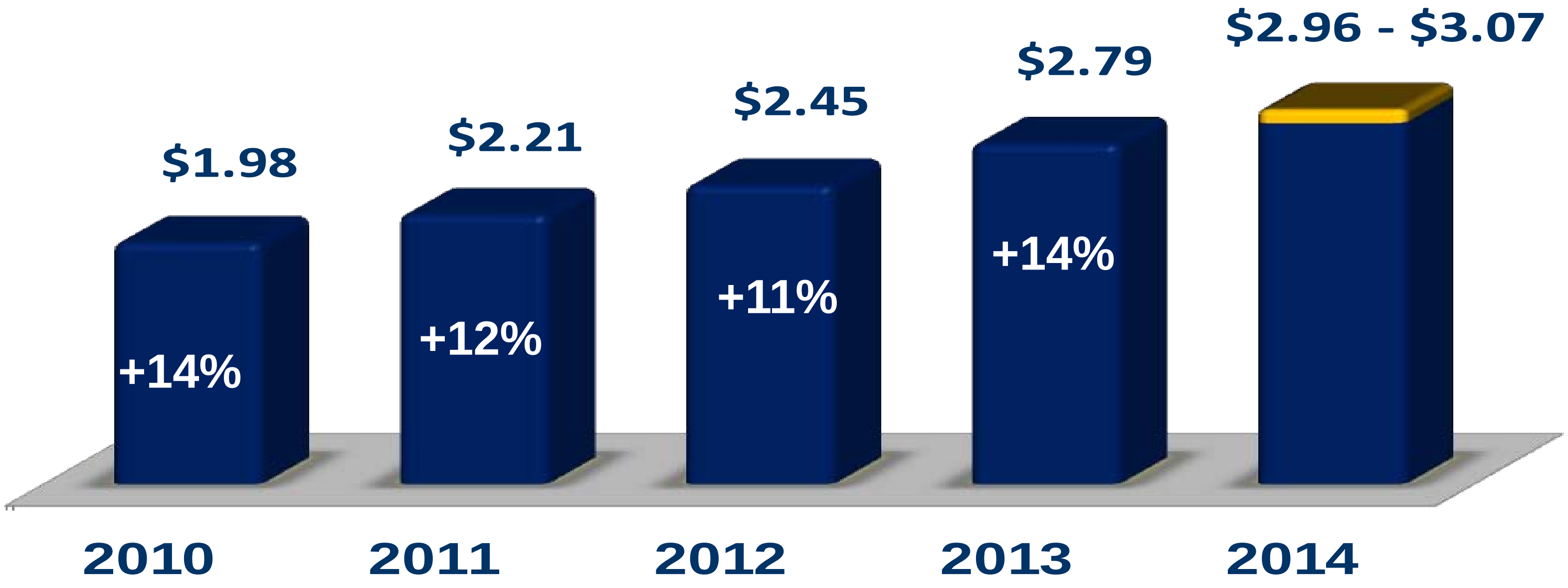
	2014 Outlook
Organic Sales	3 - 4%
Gross Margin	FLATTISH
Marketing	FLAT %, HIGHER $'S
SG&A	LEVERAGE
Operating Margin	+80 bps
EPS	$2.96 - $3.07 (+6 -10%)
Dividend Yield*	1.9%

*Based on $65.00 share price

Organic Sales 3 - 4% in 2014

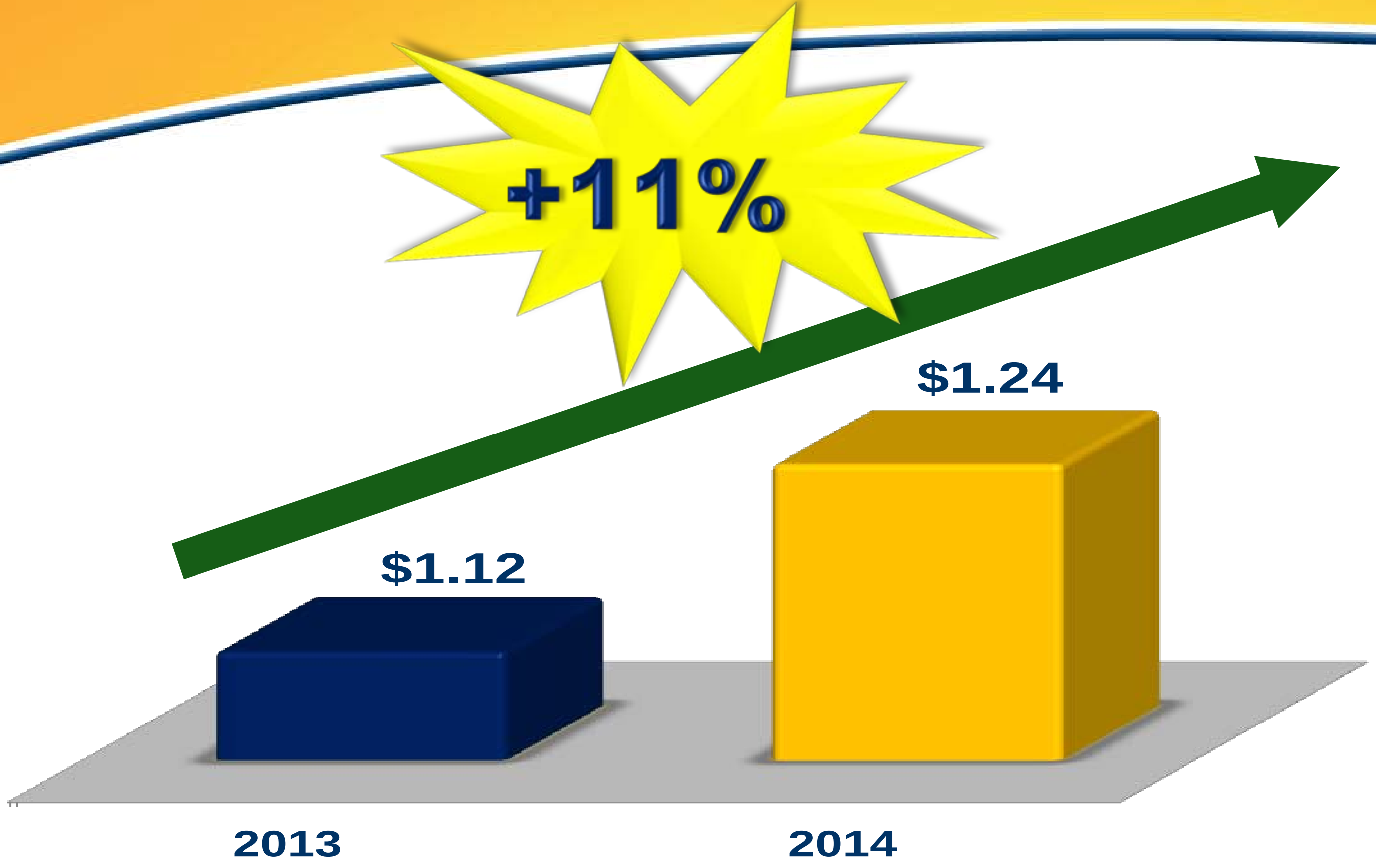


6-10%* EPS Range in 2014



*Range influenced by retailer distribution and consumer acceptance of new products

11% Increase in Dividends



Target:

40%
Payout
Ratio

What You Heard Today

1. Solid Q4 2013 Results – Exiting 2013 With Momentum.
2. Capped Off 13th Consecutive Years of Double-digit EPS Growth.
3. Avid Vitamin Acquisition Delivering Exceptional Results.
4. "Playing to Win" in 2014 With Aggressive But Achievable Plan.
5. Largest New Product Pipeline Ever and Increased Focus on 4 Mega Brands.
6. Off to a Good Start With Strong Retailer Acceptance of New Products.
7. Aggressively Pursuing Additional Acquisitions.

Agenda

1.	Opening Remarks	Jim Craigie
2.	FY2013 Results	Matt Farrell
3.	“Top 10” TSR Drivers	Jim Craigie
4.	2014 Financial Outlook	Matt Farrell
5.	Q&A	Jim Craigie/Matt Farrell

Thank You

ARM & HAMMER

THE STANDARD OF PURITY™

Appendix

Reconciliations

- The following pages address the non-GAAP measures used in this presentation and reconciliations of non-GAAP measures to the most directly comparable GAAP measures:

- Non-GAAP measures: Organic Sales Growth, Adjusted Gross Margin, Adjusted Selling, General and Administrative Expenses Adjusted Operating Profit Margin, Adjusted Effective Tax Rate, Adjusted EPS and Adjusted EPS Growth.

Organic Sales Reconciliation

Year	Reported	FX	Acq/Div	Disc. Ops.	System Upgrade	Caledar/ Other	Shipping Terms	Organic
2013	**9.3**	**0.5**	**-7.6**	**0.0**	**-0.3**	**0.0**	**0.0**	**1.9**
Q413	1.6	0.7	0.0	0.0	0.0	0.0	0.0	2.3
Q313	11.0	0.8	-10.2	0.0	0.0	0.0	0.0	1.6
Q213	13.1	0.2	-11.5	0.0	0.0	0.0	0.0	1.8
Q113	12.8	0.4	-9.9	0.0	-1.3	0.0	0.0	2.0
2012	6.3	0.8	-3.1	0.0	0.6	0.6	0.0	5.2
2011	6.2	-1.0	-1.2	0.8	-0.3	-0.6	0.2	4.1
2010	2.7	-1.1	0.5	0.0	0.0	0.0	0.9	3.0
2009	4.1	2.0	-1.2	0.0	0.0	-0.2	0.0	4.7
2008	9.1	-0.2	-1.6	0.0	0.0	0.0	0.0	7.3
2007	14.0	-1.0	-8.0	0.0	0.0	0.0	0.0	5.0

Organic Sales Growth

The presentation provides information regarding organic sales growth, namely net sales growth excluding the effect of acquisitions, divestitures, the change in customer shipping arrangements, foreign exchange rate changes, the impact of an information systems upgrade, a discontinued product line and the change in the fiscal calendar for three foreign subsidiaries, from year-over-year comparisons. Management believes that the presentation of organic sales growth is useful to investors because it enables them to assess, on a consistent basis, sales trends related to products that were marketed by the Company during the entirety of relevant periods excluding the change in customer shipping arrangements and the SAP Conversion, without the effect of the change in the fiscal calendar and foreign exchange rate changes that are out of the control of, and do not reflect the performance of, management.

Reconciling Items 2007-2013

	2012	2012	2011	2010	2009	2008	2007
Net Sales	NA	NA	NA	2,589.2	2,520.9	2,422.4	NA
Rpt Gross Margin	NA	NA	NA	NA	43.7%	40.1%	NA
Adjustment	NA	NA	NA	NA	-28.4	-10.2	NA
Adj Gross Margin	NA	NA	NA	NA	44.8%	40.5%	NA
Rpt SG&A	NA	NA	NA	374.8		NA	NA
Rpt Patent Settlement					20.0		
Adjustment	NA	NA	NA	-24.3	-20.0	NA	NA
Adj SG&A				350.5			
Adj Patent Settlement					0.0		
Reported Op Margin	NA	NA	NA	17.2%	16.4%	14.1%	NA
Adj Op Margin				18.1%	16.7%	14.5%	
Rpt Taxes	NA	NA	185.0	NA	NA	NA	NA
Adjustment			-12.8				
Adj Taxes			172.2				
Effective Tax Rate	NA	NA	37.4%	NA	NA	NA	NA
Adjusted Tax Rate			34.8%				
Rpt EPS	$2.79	$2.45	$2.12	$1.87	$1.70	$1.39	$1.23
EPS YOY Change	14%	16%	13%	10%	23%	13%	
Adj EPS	$2.79	$2.45	$2.21	$1.98	$1.74	$1.43	$1.23
ADJ EPS YOY Change	14%	11%	12%	14%	22%	16%	