



NEWS RELEASE

Church & Dwight Announces Miss Mouth's Messy Eater® Brand Acquisition

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EWING, N.J.--(BUSINESS WIRE)-- Church & Dwight Co., Inc. (NYSE:CHD) has signed and closed a definitive agreement to acquire the fast-growing Miss Mouth's Messy Eater® brand for approximately \$325 million. The brand has gained a rapid following among customers in need of fast-acting, non-toxic, on-the-spot stain removal across multiple surfaces. The transaction closed on May 28th.

Miss Mouth's net sales and EBITDA for the twelve months through December 31, 2025, were approximately \$80 million and \$28 million.

"Strong online sales have catapulted the brand, becoming the #1 stain remover brand on Amazon. Customer loyalty and repeat usage have fueled rapid growth for the brand. The strength of the brand in ecommerce has now expanded to multiple US retailers in the first half of 2026," said Rick Dierker, Church & Dwight's Chief Executive Officer.

"We are thrilled to add the Miss Mouth's brand to our strong Fabric Care portfolio. This digitally native brand has industry-leading appeal with Millennial and Gen Z parents looking for safe, effective, eco-friendly cleaning solutions. Miss Mouth's is the type of high-performance brand that is uniquely positioned in the digital and social media marketing environment. Authentic, trusted online user reviews are powerful and we believe this will continue to drive gains in Miss Mouth's market share."

Mr. Dierker continued, “Acquiring the Miss Mouth’s brand squarely fits into our acquisition strategy that focuses on adding #1 or #2 brands in a proven category with strong margins that are asset-light and that can take advantage of our global sales, distribution, innovation and operations platforms,” said Dierker. “Our strong balance sheet will continue to provide the flexibility to add additional high-quality acquisition opportunities. This capability has been a key driver of Church & Dwight’s consistently strong shareholder returns.”

Miss Mouth’s net sales are expected to grow double digits over the next couple years as the brand continues to expand distribution and increase household penetration. Today, the brand is distributed across ecommerce and the mass class of trade and household penetration is low single digits compared to almost 50% for the category. The acquisition is expected to be neutral to the Company’s 2026 EPS, inclusive of transition costs, acquisition-related expenses, interest expense, intangible amortization expense, and incremental marketing. It is expected to be accretive to cash earnings in 2027.

Proskauer Rose LLP acted as legal advisor to Church & Dwight.

About Church & Dwight Co., Inc.

Church & Dwight Co., Inc. (NYSE: CHD) founded in 1846, is the leading U.S. producer of sodium bicarbonate, popularly known as baking soda. The Company manufactures and markets a wide range of personal care, household, and specialty products under recognized brand names such as ARM & HAMMER[®], TROJAN[®], OXICLEAN[®], FIRST RESPONSE[®], NAIR[®], ORAJEL[®], XTRA[®], BATISTE[®], WATERPIK[®], ZICAM[®], THERABREATH[®], HERO[®] and TOUCHLAND[®]. For more information, visit the Company’s website.

Church & Dwight has a longstanding heritage of commitment to people and the planet. In the early 1900’s, we began using recycled paperboard for all packaging of household products. Today, virtually all our paperboard packaging is from certified, sustainable sources. In 1970, the ARM & HAMMER[™] brand introduced the first nationally distributed, phosphate-free detergent. That same year, Church & Dwight was honored to be one of a few corporate sponsors of the first annual Earth Day. Most recently in 2024 and 2025, our ongoing progress earned continued public recognition, including Time Magazine’s Ranking of the World’s Most Sustainable Companies, Newsweek Magazine’s Americas Most Responsible Companies, USA Today’s Ranking of America’s Climate Leaders, EPA’s Safer Choice Partner of the Year, FTSE4Good Index Series, amongst others. For more information, see the **Church & Dwight 2025 Sustainability Report** on the Company’s website.

This press release contains forward-looking statements, including, among others, statements relating to the potential acquisition of Miss Mouth’s, its future business prospects and its potential impact on our operating results and assets. Other forward-looking statements in

this release may be identified by the use of such terms as “may,” “could,” “expect,” “intend,” “believe,” “plan,” “estimate,” “outlook,” “forecast,” “project,” “anticipate,” “to be,” “to make” or other comparable terms. These statements represent the intentions, plans, expectations and beliefs of the Company, and are based on assumptions that the Company believes are reasonable but may prove to be incorrect. In addition, these statements 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. Factors that could cause such differences include failure to complete the acquisition of Miss Mouth’s; a decline in market growth, retailer distribution and consumer demand (as a result of, among other things, political, economic and marketplace conditions and events), including those relating to the outbreak of contagious diseases; the impact of new regulations and legislation and change in regulatory priorities; shifting economic policies in the United States; potential changes in export/import and trade laws, regulations and policies of the United States and other countries, including any increased trade restrictions or tariffs; increased or changing regulation regarding the Company’s products and its suppliers in the United States and other countries where it or its suppliers operate; the impact on the global economy of the Russia/Ukraine war and conflict in the Middle East, including the impact of export controls and other economic sanctions; potential recessionary conditions or economic uncertainty; the impact of continued shifts in consumer behavior, including accelerating shifts to on-line shopping; unanticipated increases in raw material and energy prices, including as a result of the Russia/Ukraine war, conflict in the Middle East or other inflationary pressures; delays and increased costs in manufacturing and distribution; increases in transportation costs; labor shortages; the impact of price increases for our products; the impact of inflationary conditions; the impact of supply chain and labor disruptions; the impact of severe or inclement weather on raw material and transportation costs; adverse developments affecting the financial condition of major customers and suppliers; competition; changes in marketing and promotional spending; growth or declines in various product categories and the impact of customer actions in response to changes in consumer demand and the economy, including increasing shelf space or on-line share of private label and retailer-branded products or other changes in the retail environment; impairment charges or other negative impacts to the value of the Company’s assets; consumer and competitor reaction to, and customer acceptance of, new product introductions and features; our ability to complete the announced strategic alternatives for certain of our businesses and realize the intended benefits; the risk that the announcement of strategic alternatives could have an adverse effect on the Company; the Company’s ability to maintain product quality and characteristics at a level acceptable to our customers and consumers; disruptions in the banking system and financial markets; the

Company's borrowing capacity and ability to finance its operations and potential acquisitions; higher interest rates; foreign currency exchange rate fluctuations; market volatility; issues relating to the Company's information technology and controls; the impact of natural disasters, including those related to climate change, on the Company and its customers and suppliers, including third party information technology service providers; integrations of acquisitions or divestiture of assets; the outcome of contingencies, including litigation, pending regulatory proceedings and environmental matters; and changes in the regulatory environment in the countries where we do business.

For a description of additional factors that could cause actual results to differ materially from the forward-looking statements, please see Item 1A, "Risk Factors" in the Company's annual report on Form 10-K and quarterly reports on Form 10-Q. The Company undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by the U.S. federal securities laws. You are advised, however, to consult any further disclosures the Company makes on related subjects in its filings with the United States Securities and Exchange Commission.

This press release presents Miss Mouth's EBITDA which is a non-GAAP financial measure and represents earnings before interest, taxes, depreciation and amortization, as adjusted. Management believes the presentation of EBITDA provides useful additional information to investors about trends in Miss Mouth's operations.

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Source: Church & Dwight Co., Inc.