



Duracell Global Responsible Marketing Code for Lithium Coin Batteries

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INTRODUCTION

Lithium Coin batteries pose some inherent risks, particularly to younger children. Therefore, Duracell has been at the forefront of innovative safety measures and creating related awareness. Through this Responsible Marketing Code for Lithium Coin Batteries (in brief, 'the Code'), we acknowledge the positive impact that our marketing communication can make on avoiding risks related to battery ingestion and create related awareness. In everything that we do, we are committing to superior product and advertising standards to meet consumer expectations and to generate a positive impact for them and the communities we are a part of. This Code is the next step in this journey.

Ramon Velutini
Global Chief Marketing Officer

RISKS ARISING FROM LITHIUM COIN BATTERIES

If a Lithium Coin battery is not stored or used safely, children might manage to put it in their mouth and swallow it. The battery may get stuck in the oesophagus with serious consequences: saliva may close an electrical circuit and the cell may release its current, damaging the surrounding tissue and perforating the oesophagus. If not detected on time, internal bleeding and serious infections may occur, potentially even causing a fatal outcome. Driven by the accelerated growth of this category, research shows that the number of Lithium Coin cell ingestion accidents in households is increasing as well.

OUR APPROACH TO CHILD SAFETY

Duracell has a long history of initiatives to avoid accidental Lithium Coin battery ingestion, including continuous product and packaging improvements and activities promoting awareness of the issue. For the 20mm and 24mm Lithium Coin batteries, we have designed a tamper-proof double blister packaging which cannot be opened by young children using hands alone. We are the only battery producer coating Lithium Coin batteries¹ with Bitrex®, the most bitter substance in the world that would provoke an instinctive reaction in children to spit out the battery, should they accidentally put it in their mouth. Moreover, we feature warning symbols on the packaging as well as on the cells themselves.

In parallel, Duracell is regularly engaging in awareness and education campaigns, addressing parents with small children, medical practitioners, and a broader audience. Our marketing communication under the rules of this Code form an integral part of that approach.

ALIGNMENT WITH INTERNATIONAL STANDARDS

For the purpose of this Code, Duracell is adhering to the Advertising and Marketing Communications Code published by the International Chamber of Commerce². In the context of the Code, Duracell is particularly applying the sections about Safety and Health (article 17) and Children and Teens (article 18).

RESPONSIBLE MARKETING CODE - RULES

Article 1 – Scope

This Code ensures a consistent global approach for all Duracell marketing communication related to Lithium Coin batteries; it is guiding for all operations, everywhere in the world. The Code applies to all marketing activities either directly deployed by Duracell or by authorised third parties i.e., bloggers, influencer, medical partners etc.

Duracell strives to be part of the solution, not the problem. In all activities under the Code, the desired outcome will always precede the cause.

¹ i.e., CR 2016, CR 2025 and CR 2032

² 'Advertising and Marketing Communications Code' ©2018, available at <https://iccwbo.org/content/uploads/sites/3/2018/09/icc-advertising-and-marketing-communications-code-int.pdf>

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Article 2 – Approach

All communication regarding Lithium Coin batteries, and beyond, will be based on facts, transparent, substantiated by sufficient scientific evidence and compliant with the applicable laws.

Duracell is constantly raising awareness about the risk of Lithium Coin ingestion, and related safety measures to help mitigate related risks.

Article 3 – Child safety

Duracell deploys communication to raise awareness on how to mitigate the risk of battery ingestion by children through safe storage and device use. Conversely, it will not contain any visual portrayal or description of potentially dangerous practices, or situations which show a disregard for safety or health, unless absolutely required on educational or social grounds.

Under no circumstances will Duracell create the impression that Lithium Coin batteries are suitable for children or encourage any other behaviour that might lead to battery ingestion.

In particular, Duracell's communication will not be directed to children, and children will not be portrayed at all to directly promote Lithium Coin batteries. They will only be featured if this is required to contextualise the risk of ingestion and demonstrate safe behaviour. In case of the latter, proper measures will be taken to educate the featured children about the dangers of battery ingestion.

While Duracell will provide comprehensive information about the safety features related to Lithium Coin batteries, this will never substitute the need for special attention from parents and caretakers.

Duracell will only showcase devices powered by Lithium Coin batteries to contextualise positive behaviour, and not with the intention to promote such devices. Duracell will strive to avoid showcasing non-essential.

Article 4 – Safety warning

All consumer-facing packaging will include a symbol/messaging as a reminder to place batteries out of a child's reach.

All consumer-facing communication will include the warning statement, 'Keep Out of Reach from Children'. Authorised third parties will either incorporate the warning statement or use other appropriate way to inform about the risk and showcase safety measures.

Article 5 - Governance

The Code will be subject to a regular review once a year or in between to assess the comprehensiveness and effectiveness of the rules. This review will be undertaken by Duracell experts together with medical partners, parents or other stakeholders as relevant.

STATEMENT FROM THE EUROPEAN ACADEMY OF PAEDIATRICS (EAP)³

The European Academy of Paediatrics is the united voice of paediatrics and child health in Europe, representing the national paediatric associations across Europe and the European paediatric subspecialty associations. We are confronted with a high and increasing number of children having swallowed button batteries, with serious risks for child health. Therefore, we greatly welcome the impressive commitment of Duracell as a leading battery manufacturer to take responsibility and to help spread information of safe battery use, as well as appropriate actions in case of a battery ingestion. We are delighted to join forces with Duracell in the #PowerSafely initiative aiming to raise awareness among parents, paediatricians, and other health care professionals, and to advocate for measures that help protect child health.

Berthold Koletzko

President, European Academy of Paediatrics

³ It is mutually agreed that the following statement by the EAP President will be used for internal dissemination within the Duracell company. It is mutually agreed upon that this statement will not be used for or in relation to marketing of products. Any use for external dissemination and the conditions thereof will be mutually agreed upon between Duracell and the European Academy of Paediatrics.