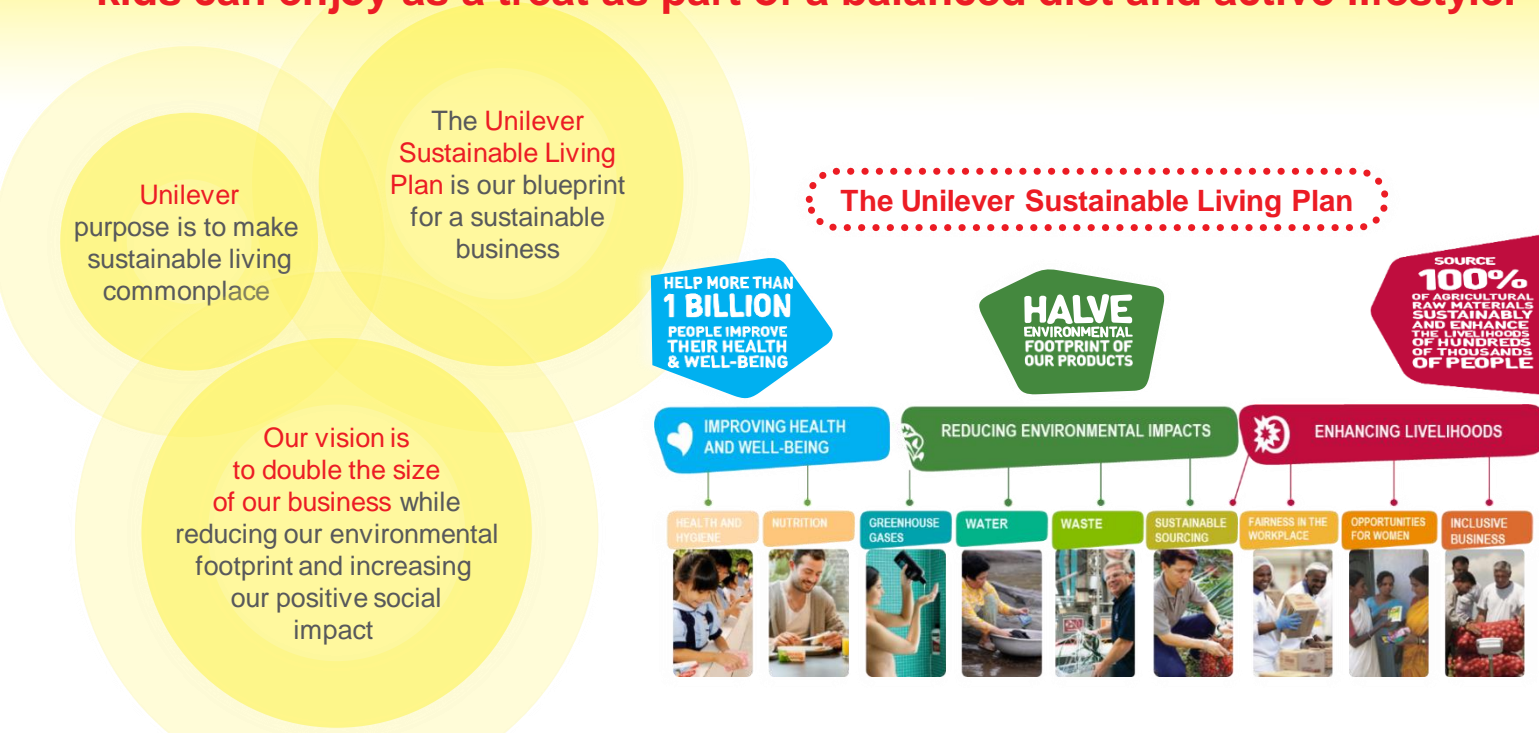


Popsicle® pops combine bold, refreshing flavors and fun shapes that kids can enjoy as a treat as part of a balanced diet and active lifestyle.



What you may not know about the Popsicle® brand...

- As part of the Unilever Sustainable Living Plan, we are committed to improving health and well-being. A pillar of this commitment is dedicated to improving nutrition.



The Popsicle® kid's portfolio offers:

- Small pops that range from 30-110 calories per pop
 - Most of our kid's SKUs contain no more than 10 grams of sugar per labeled serving size
- We participate in the Children's Food and Beverage Advertising Initiative (CFBAI), a program of the Council of the Better Business Bureaus. To learn more about the CFBAI, visit their website.

Information on the Children's Food and Beverage Advertising Initiative...

What

- Voluntary self-regulatory program designed to shift the mix of foods advertised to children under 12 to encourage healthier dietary choices and healthy lifestyles.

Who

- Members include many of the largest food & beverage companies; including Unilever.
- Currently the CFBAI has 18 participants that represent approximately 80% of child-directed TV food advertising.

How

- Participants must follow CFBAI Category-Specific Uniform Nutrition Criteria to govern what foods are in advertising primarily directed to children under 12, or to not engage in such advertising. These criteria have led to many improvements in foods for children.



For more information, please contact Stefanie Weaver MS, RDN at Stefanie.Weaver@Unilever.com