

If you purchased DIAL COMPLETE®,
you may be eligible to receive a payment
from a class action settlement.

██████ v. *Henkel Consumer Goods Canada Inc. and The Dial Corporation*

Quebec Superior Court file number: 500-06-000577-110

A proposed settlement (“Settlement”) has been reached in a legal action (“Action”) regarding DIAL COMPLETE® antibacterial soap formulated with the active ingredient triclosan and/or using the “Kills 99.99% of Germs” advertising claim (“Dial Complete”).

The Superior Court of Quebec has authorized the action as a class proceeding for the purpose of settlement only and has scheduled a hearing to decide whether to approve the Settlement (“Settlement Approval Hearing”), so that the benefits can be issued.

All residents of Canada who purchased Dial Complete in Canada before January 29, 2021 are Settlement Class Members and have legal rights and options, such as: (i) submitting a claim for benefits if the Settlement is approved; (ii) opting out of the Settlement Class; or (iii) objecting to the Settlement.

WHAT IS THIS ABOUT?

The Petitioner alleges that the Respondents marketed Dial Complete in Canada using misrepresentations about the hand soap’s efficacy in eliminating germs and bacteria. The Petitioner also alleges that Dial Complete contains an amount of Triclosan exceeding the maximum amount permitted by Health Canada. The lawsuit seeks monetary damages from the Respondents and an injunction to prohibit the Respondents from continuing alleged misrepresentations and selling Dial Complete with Triclosan exceeding a concentration of 0.3%. The Respondents deny the Petitioner’s allegations of wrongdoing and assert numerous defences to the Petitioner’s claims. The Court has made no determination about the strengths or weaknesses of any of the Petitioner’s allegations, or any of the Respondents’ defences. Instead, the Petitioner and Respondents have entered into the Settlement to end the litigation. The Settlement will not take effect unless and until it is approved by the Court at the Settlement Approval Hearing.

WHAT DOES THE SETTLEMENT PROVIDE?

If the Settlement is approved, every Eligible Claimant will receive CAD \$0.36 for each bottle of Dial Complete purchased in Canada before January 29, 2021, up to a maximum of 30 bottles, subject to the limitations and deductions set out in the Settlement Agreement (“Settlement Payment”). No proof of purchase is required. If the total amount claimed by all Eligible Claimants exceeds CAD \$172,000, then each Settlement Payment will be reduced on a *pro rata* basis so that the total of all Settlement Payments

(before deductions) equals CAD \$172,000. Eligible Claimants are Settlement Class Members who: (i) do not opt out of the Settlement Class; and (ii) submit a timely and valid Claim Form, as determined by the Settlement Administrator in accordance with the Settlement Agreement.

WHEN WILL THE SETTLEMENT BE APPROVED?

The Settlement Approval Hearing is scheduled for May 4, 2021 at 9:00 AM at the Montreal Courthouse, 1 rue Notre Dame East, Montreal. The Court will decide whether to approve the Settlement, as well as a request by Class Counsel for legal fees and disbursements in the amount of CAD \$265,000, plus applicable taxes, to be paid by the Respondents. You or your own lawyer, if you have one, may ask to appear and speak at the hearing at your own cost, but you do not have to.

HOW DO I RECEIVE A SETTLEMENT PAYMENT?

To receive a Settlement Payment, you must submit a Claim Form. Claim Forms will be available on the Settlement Website after the Settlement Approval Hearing if the Settlement is approved. If you want to submit a Claim Form, you must check the Settlement Website at www.SoapSettlement.ca after the Settlement Approval has been approved. You may also register your email address on the Settlement Website now to receive a notice regarding the outcome of the Settlement Hearing and the commencement of the claims process. If the Settlement is approved, Claim Forms must be submitted online or mailed to the Settlement Administrator within 75 days of the date on which the Settlement is approved.

WHAT ARE MY OPTIONS?

If you do not want to be legally bound by the Settlement, you must opt out of the Settlement Class by March 15, 2021. If you do not opt out, you cannot sue the Respondents over the allegations made in the Action ever again. If you do opt out, you cannot receive a Settlement Payment. If you do not opt out, you may object to the Settlement by March 1, 2021. For more information about anything in this notice, including how to opt out or object, go to the Settlement Website and read the Long Form Notice and the Settlement Agreement. In the event of any conflict between this notice and the Settlement Agreement, the Settlement Agreement shall prevail.