

RUSTY LUCAS  
P.O. Box 422  
Sandusky, Ohio 44871

October 4, 2013

The Procter & Gamble Company  
1 or 2, Procter & Gamble Plaza  
Cincinnati, OH 45201  
ATTN: Oral B Dental Floss Department

Dear OBDFD,

I looked your mailing address up online and found it to be a very odd address. Is it 1 or is it 2? When I moved into my first apartment away from home, I lived in building 1334, but the property manager first told me my address would be 1333. This was because that apartment complex contained multiple buildings. Every two buildings shared a common wall in between them, even though they were fully independent – each with their own common entrance and laundry room. You could not get from building 1333 into building 1334 without going outside. So when they gave me my building number, someone just looked at the property map wrong.

Being the efficient taskmaster that I am, I immediately filled out change of address forms at the post office upon receiving my new address. It wasn't until after I had already submitted those change of address postcards to Boy's Life, OMNI, and Publisher's Clearinghouse that the property manager contacted me and told me about their mistake. I was not pleased, let me tell you!

Is your address listing of "1 or 2, Procter & Gamble Plaza" the result of a similar mix up? I bet your board of directors was upset when the new company letterhead was already ordered listing the address as "1 Procter & Gamble Plaza", when in fact it should have been "2 Procter & Gamble Plaza"! So I hope that this letter promptly gets to you listing them both as an either/or option.

First let me say that I always use Oral B toothbrushes. Except when I go on vacation and forget my toothbrush at home and have to buy one just for a weekend – then I get whatever is cheap or free since it is only for a couple of days. I like Oral B toothbrush designs better than the others. Kudos to you!

I don't always use Oral B floss because, let's face it, tooth floss is tooth floss. Unless some other oral care company is marketing piano wire or common sewing thread as their version of floss, I don't really see much of a design difference between brands. So I just use whatever is on sale. (Speaking of floss and thread, don't even get me started on the people using floss as undergarments or swimwear).

I want to talk today to you about those portable tooth floss picks that are all the craze these days. I do not use them myself. Frankly, I don't think I would like them very much. They remind me of little tiny cheese cutters and I hate cutting cheese. I am always afraid that they will cut my gums like they were Gouda and leave me with a bloody mess, but I am getting away from my point. Exactly when did your portable tooth floss picks become America's new cigarette butts? I can't go ANYWHERE these days without seeing these portable tooth floss picks discarded here and there throughout the store and restaurant parking lots. I find it very troubling.

It is wrong, always HAS been wrong, and always WILL be wrong for people to toss their cigarette butts on the ground wherever they feel like it (kind of like how most livestock animals tend to take a crap wherever they are standing without regard to anything or anyone). Yet somehow it has become largely acceptable to many people. Cigarette butts have become just an extension of general landscaping and are no longer viewed by many as illegal littering. That is a shame. But okay. I get that general apathy usually wins out. I disagree with the consensus, but I am not the judge, jury, or executioner.

But when did it become acceptable to do this with the floss picks? It is probably too late to fix the cigarette litter in the world, but I say we should nip the floss pick in the butt.

I thought I would ask the industry leader in oral health care. When the folks at my local Aspen Dental facility refused to talk to me, I decided you were a good second option. Would it be possible to recycle these discarded picks? If we can recycle aluminum beverage cans and turn them into new containers, why can't we do the same with floss picks? It would have to save Procter & Gamble at least a portion of your costs on new materials and it would certainly clean up some of these parking lots littered with floss picks.

Please let me know when you hold your regular board meetings and if this can be slotted into your agenda at one of your upcoming meetings. I would like to meet with the guys and talk this over, and then maybe go out for a cruise and drinks on the river. Please let me know when we might do this as my schedule tends to fill up pretty rapidly.

Sincerely



Rusty Lucas

p.s. I am a big baseball fan (particularly of the Pittsburgh Pirates who recently won their very first playoff game in over 20 years! Go Bucs!) and I really like the simplicity and style of the classic baseball cap. Do you have any free P&G baseball caps that you can send to me? I would really like one that I can wear during the colder months when I'm not cheering on the Bucs. I can also wear it to the board meeting to show my support of P&G.