

Church & Dwight Co., Inc. (CHD)

Consumer Defensive / Household & Personal Products · New York Stock Exchange

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE \$104.53 2026-10-16	MARKET CAP \$24.8B VOLUME 2.5M	52-WK HIGH \$106.04 52-WK LOW \$81.33	TRAILING PE 33.5 P/S 3.98	GROSS MARGIN 45.6% NET MARGIN 12.0%	ROE 18% ROIC 11%	PIOTROSKI 7/9 ALTMAN Z 5.3	1-YR RETURN +21.4% 5-YR RETURN +45.3%
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Church & Dwight Co., Inc. is a company dedicated to the creation, production, and marketing of a diverse portfolio encompassing household, personal care, and specialized industrial goods. Its operations are structured into three principal divisions: Consumer Domestic, Consumer International, and the Specialty Products Division. The company offers a broad array of well-known consumer brands. Under the ARM & HAMMER umbrella, it provides cat litters, carpet fresheners, laundry detergents, baking soda, and various other baking soda-based items. Sexual health products, including condoms, lubricants, and vibrators, are marketed under the TROJAN brand. OXICLEAN delivers stain removers, cleaning solutions, laundry detergents, and bleach alternatives. SPINBRUSH offers both battery-operated and manual toothbrushes. Home pregnancy and ovulation test kits are available through FIRST RESPONSE. NAIR specializes in depilatories, while ORAJEL provides oral pain relief. XTRA is another prominent laundry detergent brand. Gummy dietary supplements are sold under the L'IL CRITTERS and VITAFUSION labels. BATISTE is known for its dry shampoos. WATERPIK manufactures water flossers and replacement showerheads. The company also includes its FLAWLESS range of products, ZICAM for cold symptom relief, and THERABREATH for oral care. Beyond consumer items, Church & Dwight supplies specialty products. These include advanced animal productivity solutions such as MEGALAC, a rumen bypass fat supplement designed to help cows sustain energy during peak milk production. BIO-CHLOR and FERMENTEN are utilized to mitigate health issues linked to calving and to provide essential protein. CELMANAX is a refined functional carbohydrate and yeast-based prebiotic. Furthermore, the company furnishes sodium bicarbonate for industrial use, as well as various cleaning and deodorizing compounds. Church & Dwight distributes its consumer goods through an extensive network of retail outlets, including supermarkets, large department stores, wholesale clubs, drugstores, convenience stores, home goods stores, dollar and other discount retailers, pet stores, specialized shops, and various online e-commerce channels. Its specialty products, conversely, reach industrial clients and livestock producers via dedicated distributors. Founded in 1846, Church & Dwight Co., Inc. maintains its corporate headquarters in Ewing, New Jersey.

SECTOR Consumer Defensive INDUSTRY Household & Personal Products EXCHANGE NYSE MARKET CAP \$24.8B EMPLOYEES 5,550 (SEC-filed) CEO Richard A. Dierker
IPO 1980-03-17 COUNTRY US
Princeton South Corporate Center, Ewing, NJ 08628 · Tel 609 806 1200 · [churchdwight.com](https://www.churchdwight.com)

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

69 / 100

Street mean **\$105.00** (7 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

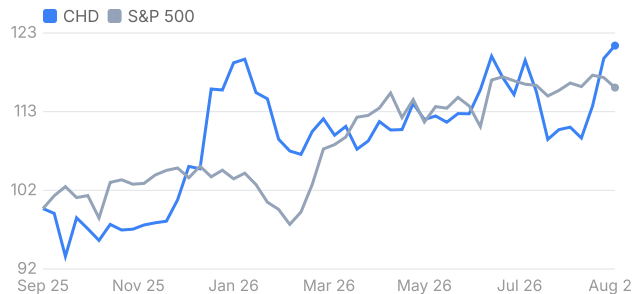
ROUTINE SELLING — LOW SIGNAL

\$11M sold / 6 mo, zero open-market buys

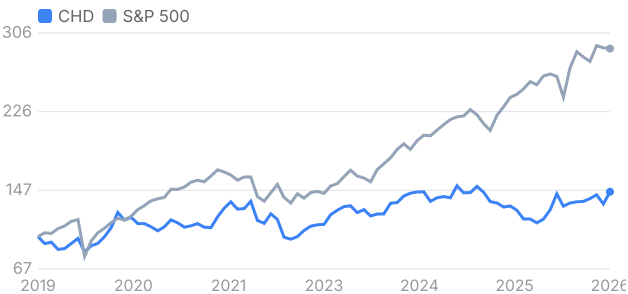
2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **CHD +21.4%** · **S&P 500 +15.9%** · spread **+5.5pp**



7 Years vs S&P 500 · **CHD +45.3%** · **S&P 500 +189.9%** · spread **-144.6pp**



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

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3 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE

69

OF 100

Score Breakdown

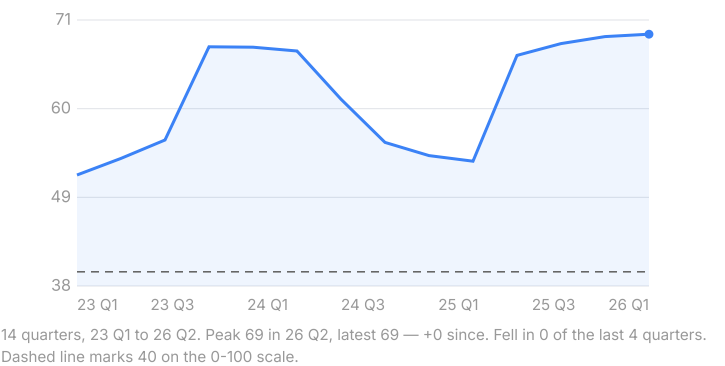
Profitability	57/100
Growth	59/100
Momentum	87/100
Quality	81/100
Earnings Quality	79/100
Balance Sheet	60/100
Value	44/100
Risk (safety)	100/100
Overall	69.4/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
KMB	53
KVUE	62
EL	54
CLX	40
CL	61
ELF	60
CHD	69

IS Score Trend — quarterly



4 TWO READINGS

business vs price

BUSINESS QUALITY

69 / 100

IS Score 69.4 / 100 · +0.0 from peak of 69

Quarter	Business Quality
23 Q1	51
23 Q4	68
24 Q3	60
25 Q2	68
26 Q1	69

Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

BULLISH

Technical Score 90 / 100 · Power +80 · 20 of 22 indicator votes bullish

Date	Price Structure
07-23	38
08-13	105
09-03	38
09-25	38
10-16	105

Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

Both readings sit above the midpoint — business quality at 69 and price structure at 90 out of 100 — so they are not in conflict. The fundamentals and the tape are saying the same thing, which is the case in which either one alone would have been enough.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 75 and holds two consecutive quarters	now 69.4	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 67 → 68 → 69 → 69	the direction matters more than the level
Technical vote share back above 50%	now 100%	price structure no longer broken
Institutional holder count rises two quarters running	peak 1,099 → now 1,077	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

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This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

6 SMART MONEY CONFLUENCE

EDGE · disclosure sources

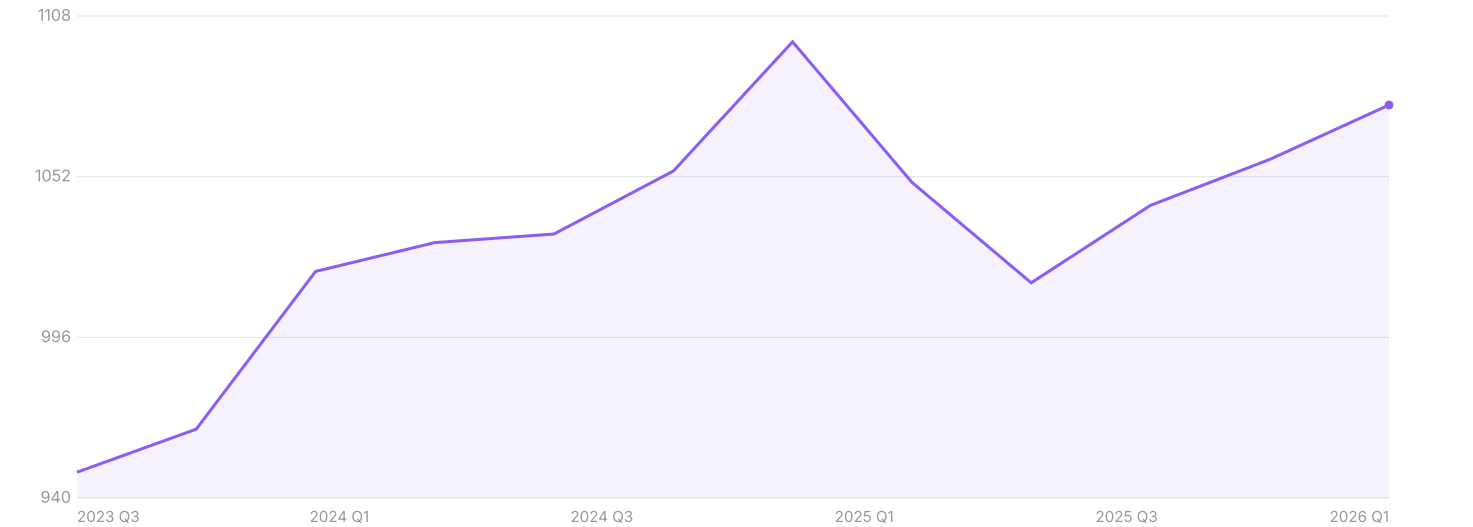
SITE CONVERGENCE SCORE 2 of 4 top 13% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 0 buys none disclosed	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1298 up / 1015 down net +283 funds	INSTITUTIONS ADDED (13F) 19 managers opening or increasing		

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND

13F · filed 45 days after quarter end

Institutions holding — 12 quarters



Peak 1,099 · latest 1,077 (-22 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	1,077	220.3M	\$21.2B	93.1%
2026 Q1	1,058	212.6M	\$19.7B	89.8%
2025 Q4	1,042	215.1M	\$17.8B	90.9%
2025 Q3	1,015	208.8M	\$18.2B	88.2%
2025 Q2	1,050	218.7M	\$20.9B	92.4%
2025 Q1	1,099	213.0M	\$23.3B	90.0%
2024 Q4	1,054	212.5M	\$22.1B	89.8%
2024 Q3	1,032	213.8M	\$22.2B	90.3%
2024 Q2	1,029	212.6M	\$21.9B	89.8%
2024 Q1	1,019	211.6M	\$21.9B	89.4%
2023 Q4	964	211.5M	\$19.9B	89.3%
2023 Q3	949	208.9M	\$19.0B	88.2%

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

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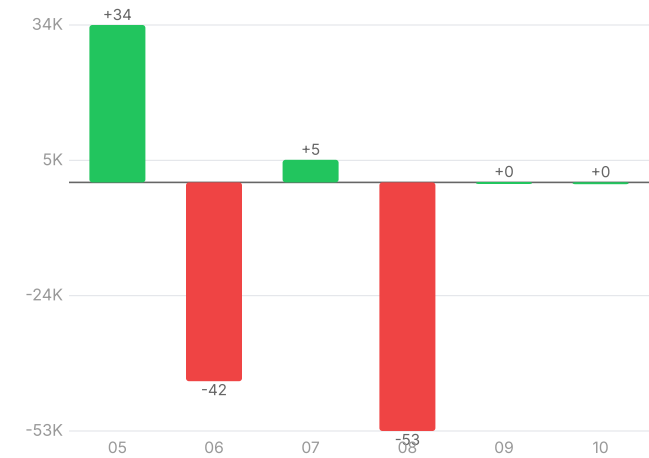
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Dierker Richard A	director, President and CEO	2026-10-15	A-Award	42	—	18,287
Buchert Brian D	EVP of Strategy, M&A, and BP	2026-10-15	A-Award	5	—	726
Linares Carlos G.	EVP Chief Tech&Global New Prod	2026-10-15	A-Award	25	—	18,212
Pokhriyal Surabhi	EVP Chief Digital Growth Offic	2026-10-01	TAX W/H	31	\$0.00M	896
Dierker Richard A	director, President and CEO	2026-09-30	A-Award	46	—	18,245
Buchert Brian D	EVP of Strategy, M&A, and BP	2026-09-30	A-Award	6	—	721
Linares Carlos G.	EVP Chief Tech&Global New Prod	2026-09-30	A-Award	28	—	18,187
Linares Carlos G.	EVP Chief Tech&Global New Prod	2026-09-15	A-Award	28	—	18,159

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	11	107,930	\$10.8M	Counted
M — Exercises (paired A/D)	11	107,930	\$5.7M	None — mechanics
F — Tax withholding	49	16,288	\$1.6M	None — compensation
G — Gifts	3	94	—	None
P — Open-market purchases	0	0	\$0	Counted — none occurred

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL	OPEN-MARKET SELLS	OPEN-MARKET BUYS	CLUSTER
Routine Selling — Low Signal	\$10.8M 11 txns / 6 mo	\$0.0M 0 txns / 6 mo	None active 3+ insiders / 21 days

10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-08-25	Rene Hemsey	5,000	\$0.5M
2026-08-13	Carlos Linares	30,750	\$3.1M
2026-08-11	Bradley Irwin	4,300	\$0.4M
2026-08-05	Arthur Winkleblack	13,200	\$1.4M
Trailing 12 mo	11 filings	120,890	\$11M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-04-29	SCHEDULE 13G	Vanguard Portfolio Management	5.47%	13.0M sh
2026-04-29	SCHEDULE 13G	Vanguard Capital Management	7.50%	17.8M sh
2026-03-26	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Ro Khanna	House	SELL	\$1,001 - \$15,000	2026-09-11	2026-10-09
Richard W. Allen	House	SELL	\$15,001 - \$50,000	2025-10-10	2025-11-14
Rick W. Allen	House	SELL	\$15,001 - \$50,000	2025-10-09	2025-11-14
Dan Sullivan	Senate	SELL	\$1,001 - \$15,000	2023-08-22	2023-09-22
Dan Sullivan	Senate	SELL	\$1,001 - \$15,000	2023-08-22	2023-09-21
Daniel Scott Sullivan	Senate	SELL	\$1,001 - \$15,000	2023-08-22	2023-09-21
HOUSE 12-MO 7 trades 1 purchases		SENATE 12-MO 0 trades None purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 1,058	13F SHARES 213M 89.8% of shares out	NEW / CLOSED 128 / 91 positions, QoQ	INCREASED / REDUCED 357 / 384 positions, QoQ	
PUT/CALL (13F) 0.75 option positions	FREE FLOAT 99.7% 236M sh			

2.8 · Largest Reporting 13F Managers

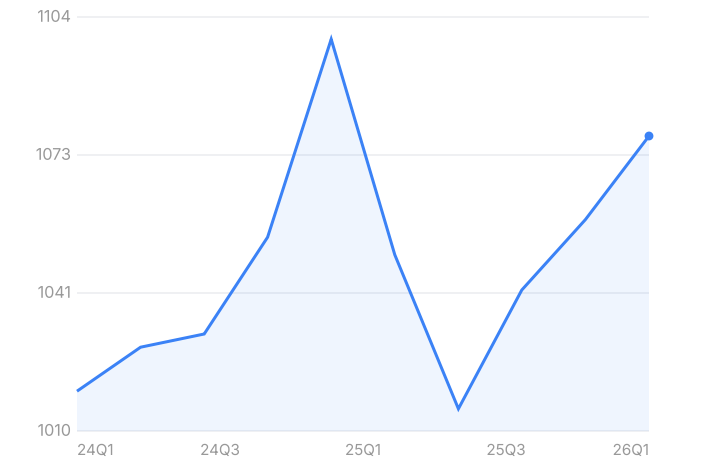
MANAGER	SHARES	VALUE
Montrusco Bolton Investments Inc.	366,739	\$35M
Fjarde Ap - Fonden /Fourth Swedish N	244,186	\$23M
Assenagon Asset Management S.A.	212,927	\$20M
Folger Nolan Fleming Douglas Capit	127,028	\$12M
Crown Oak Advisors, Llc	116,504	\$11M
Bath Savings Trust Co	104,084	\$10M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

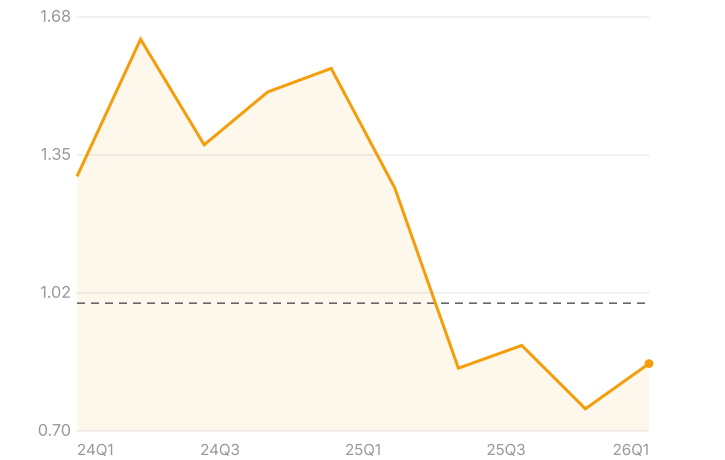
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.0%	\$711M
VTSAX	0.0%	\$711M
VSMPX	0.0%	\$711M
VTI	0.0%	\$711M
VOO	0.0%	\$587M
VFINX	0.0%	\$587M

13F Filers Holding CHD — quarterly



Institutional Put/Call — quarterly

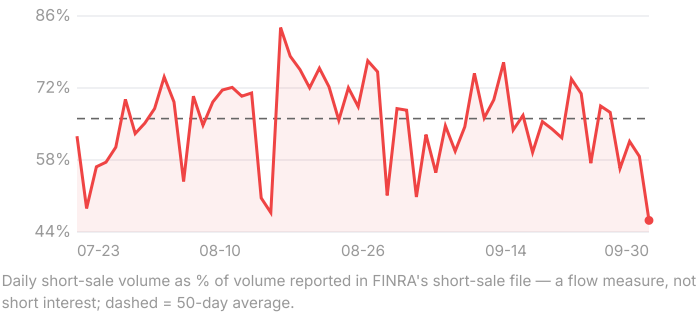


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14 SHORT VOLUME — DAILY, 60 SESSIONS

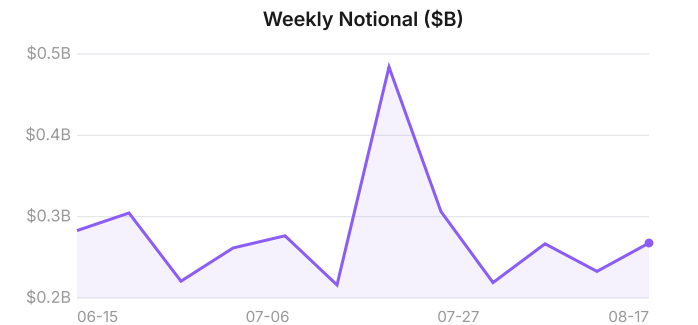
EDGE · live FINRA feed



LATEST SESSION	20-DAY AVG	TREND	BY MARKET CENTER
46.6% 2026-10-15	64.9% 50-day 66.2%	Falling 20d vs 50d	Q: 45% · N: 72% · B: 90% latest session

15 DARK POOL ACTIVITY

EDGE · live ATS data

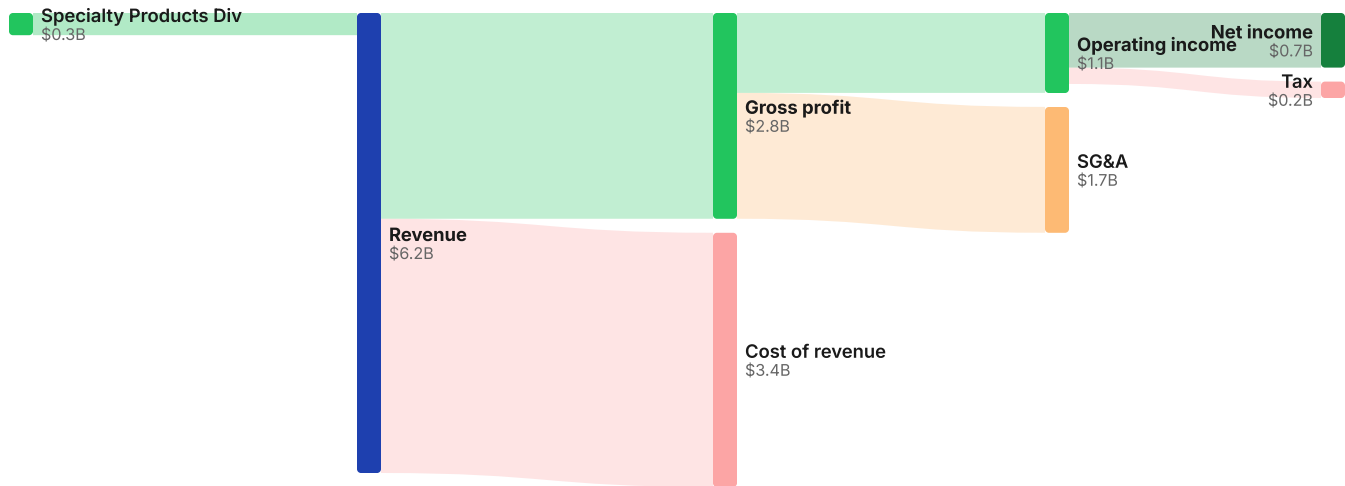


Where CHD Trades in the Dark

ATS VENUE (4-WK)	SHARES	AVG TRADE
Ubsa Ubs Ats	2.4M	52 sh
Ebxi Level Ats	2.3M	31 sh
Incr Intelligent Cross Llc	2.0M	71 sh
Sgmt Sigma X2	1.9M	54 sh
Mstx Ms Trajectory Cross (Ats - 1)	1.6M	41 sh
Mspl Ms Pool (Ats - 4)	1.3M	175 sh

16 REVENUE FLOW — FY2025

live segmentation + income data



Where a dollar of Church & Dwight Co., Inc. revenue goes. All values FY2025 filings, live.

17 GEOGRAPHIC REVENUE

live segmentation

REGION	REVENUE	SHARE
Consumer Domestic	\$4.8B	81%
Consumer International	\$1.1B	19%

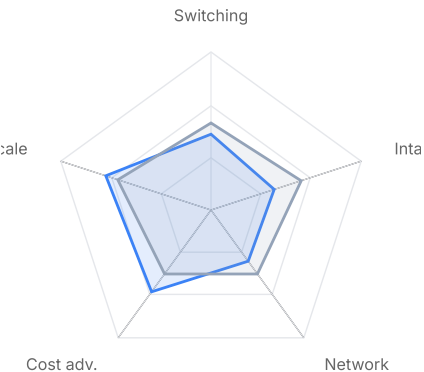
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18 MOAT & COMPETITIVE POSITION

LIVE MODEL · 52/100 WEAK

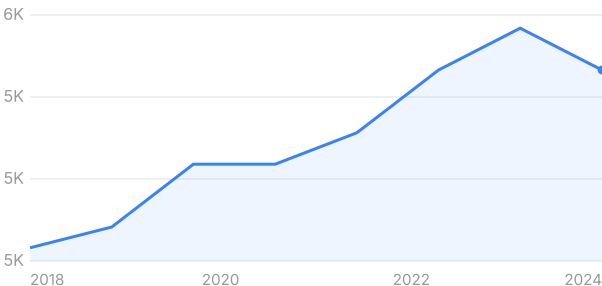
Moat score 52/100 — Weak; primary source Efficient Scale.



CHD (live moat model) Peer median: KMB · KVUE · EL · CLX · CL

Component scores from the live moat model. Peer median illustrative.

3.8 · Employees (SEC filings)



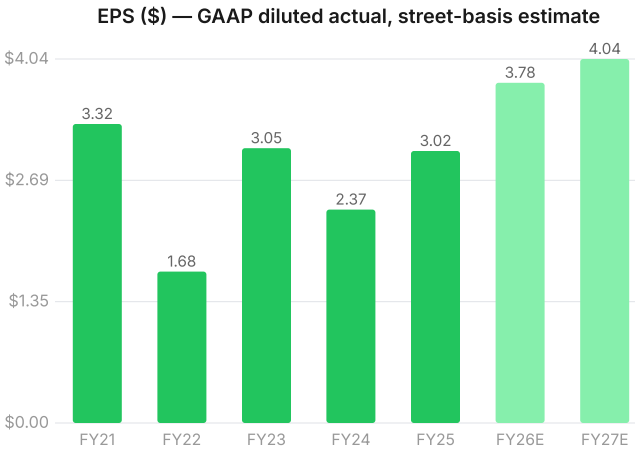
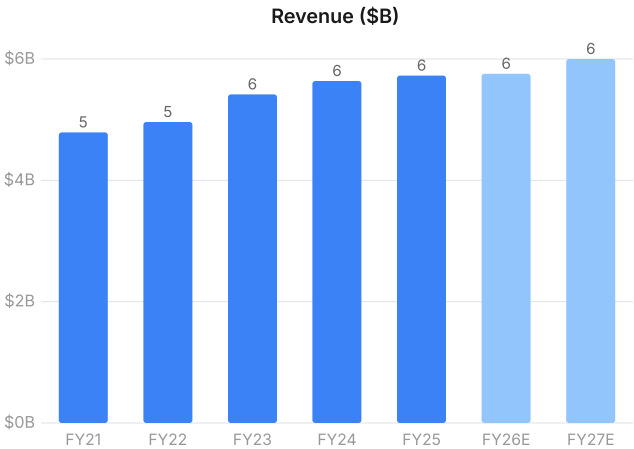
19 CORPORATE INFORMATION — KEY OFFICERS

5,550 employees

OFFICER	TITLE
Richard A. Dierker	President, Chief Executive Officer & Director
Lee McChesney	Chief Financial Officer & Executive Vice President
Carlos G. Linares	Executive Vice President, Chief Technology Officer & Global New Product Innovation
Patrick D. de Maynadier	Executive Vice President, General Counsel & Secretary

20 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus

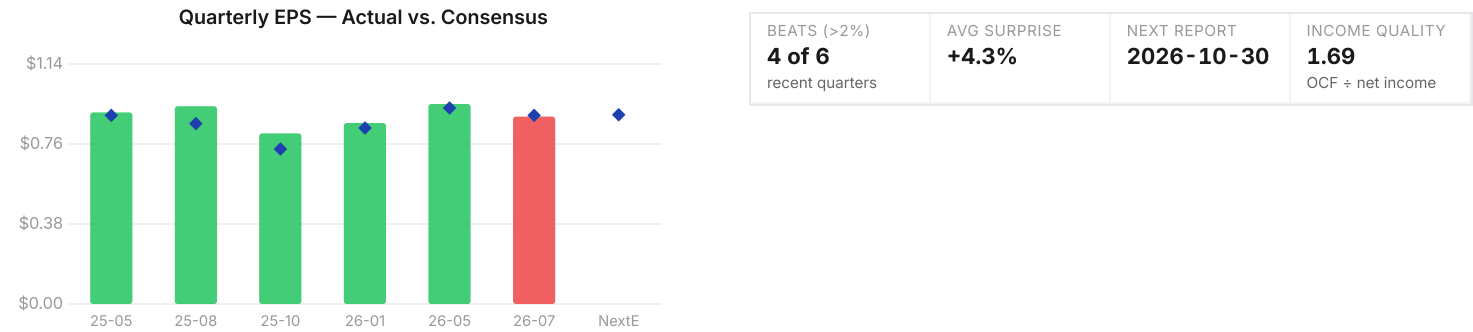


Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

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21 ESTIMATE VS. ACTUAL & SURPRISES

live data



22 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

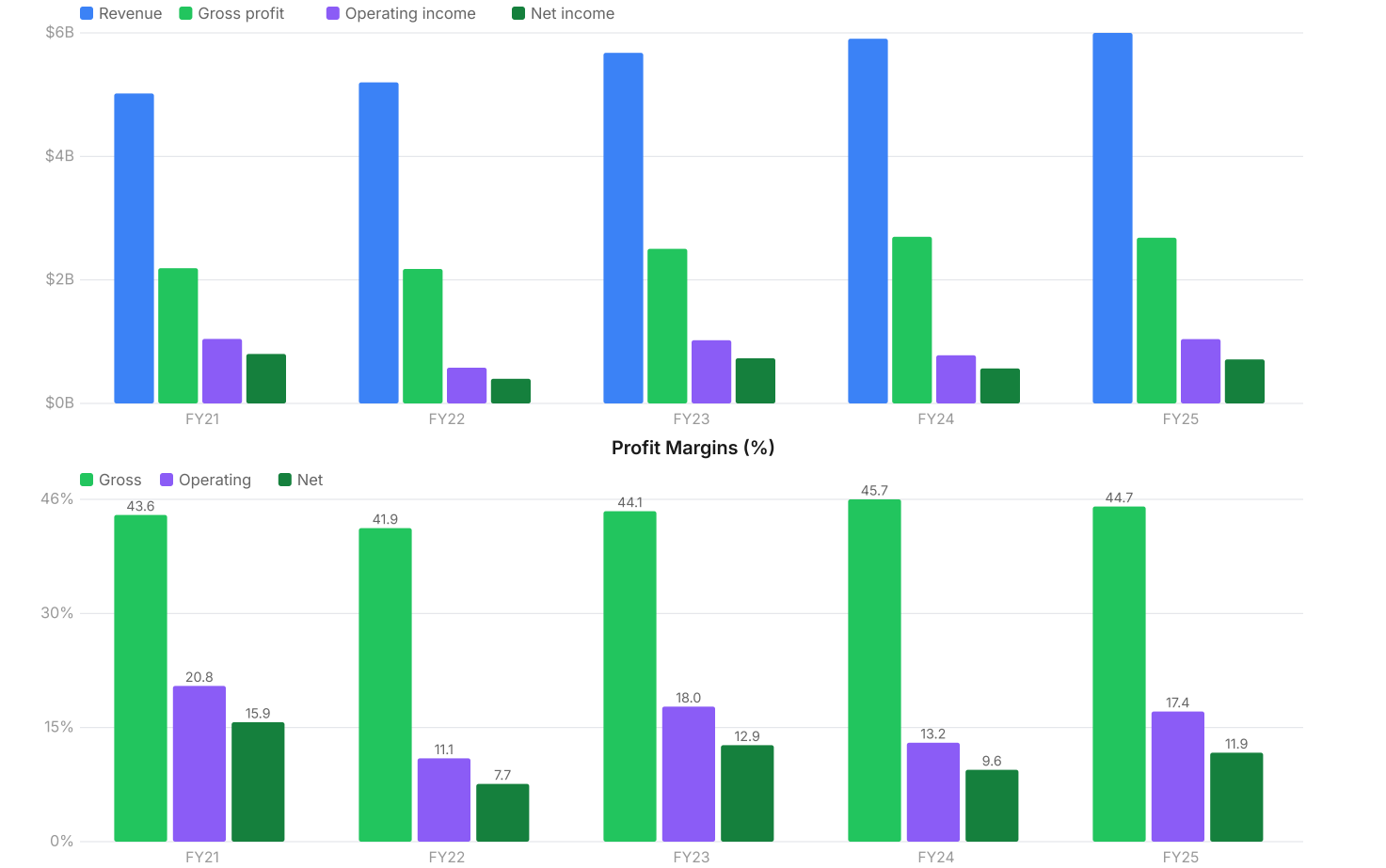
BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
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PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

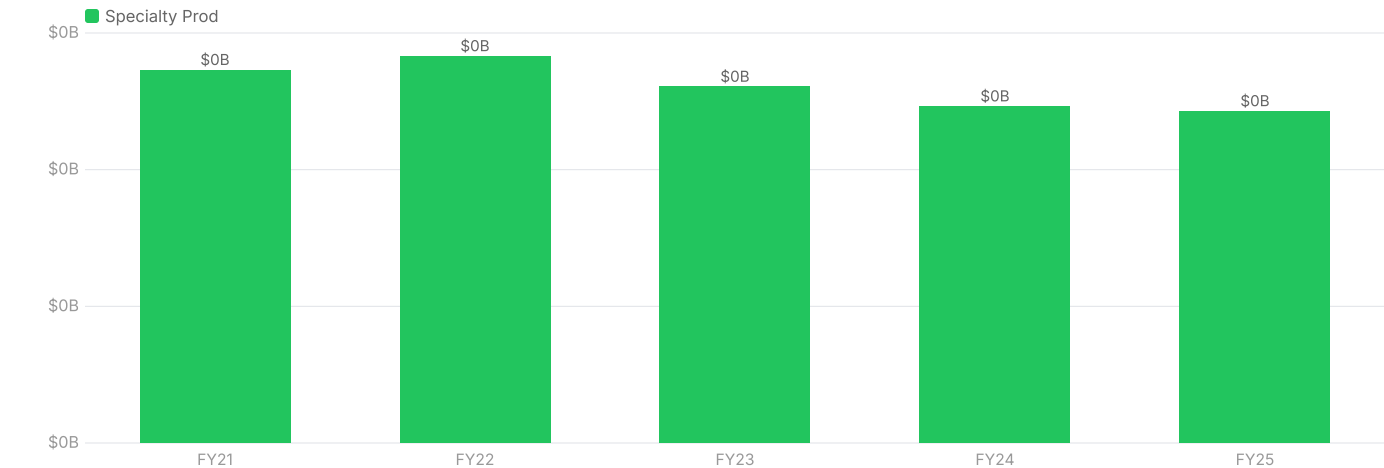
INCOME TRENDS — 5 YEAR

live financials



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Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+6.0%	+3.6%	+9.2%	+4.1%	+1.6%
Gross profit	+2.2%	-0.6%	+15.0%	+7.8%	-0.5%
Operating income	+4.8%	-44.6%	+76.9%	-23.7%	+33.5%
Net income	+5.3%	-50.0%	+82.6%	-22.5%	+25.9%

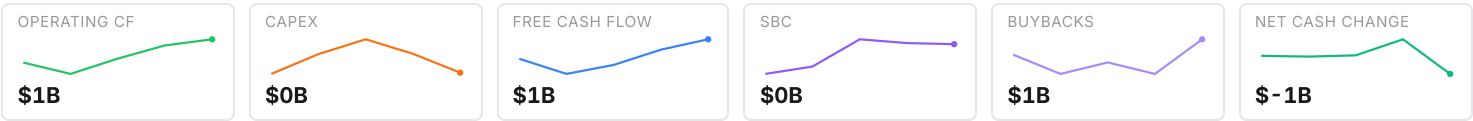
23 INCOME STATEMENT — FULL

live financials

\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	5.2	5.4	5.9	6.1	6.2	
Cost of revenue	2.9	3.1	3.3	3.3	3.4	
Gross profit	2.3	2.2	2.6	2.8	2.8	
R&D expense	0.0	0.0	0.0	0.1	0.0	
SG&A expense	1.2	1.2	1.5	1.6	1.7	
Operating income	1.1	0.6	1.1	0.8	1.1	
EBITDA	1.3	0.8	1.3	1.1	1.3	
D&A	0.2	0.2	0.2	0.2	0.2	
Pretax income	1.0	0.5	1.0	0.8	1.0	
Income tax	0.2	0.1	0.2	0.2	0.2	
Net income	0.8	0.4	0.8	0.6	0.7	
Diluted EPS (\$)	3.32	1.68	3.05	2.37	3.02	
Diluted shares (M)	250	246	248	247	244	

CASH FLOW TRENDS

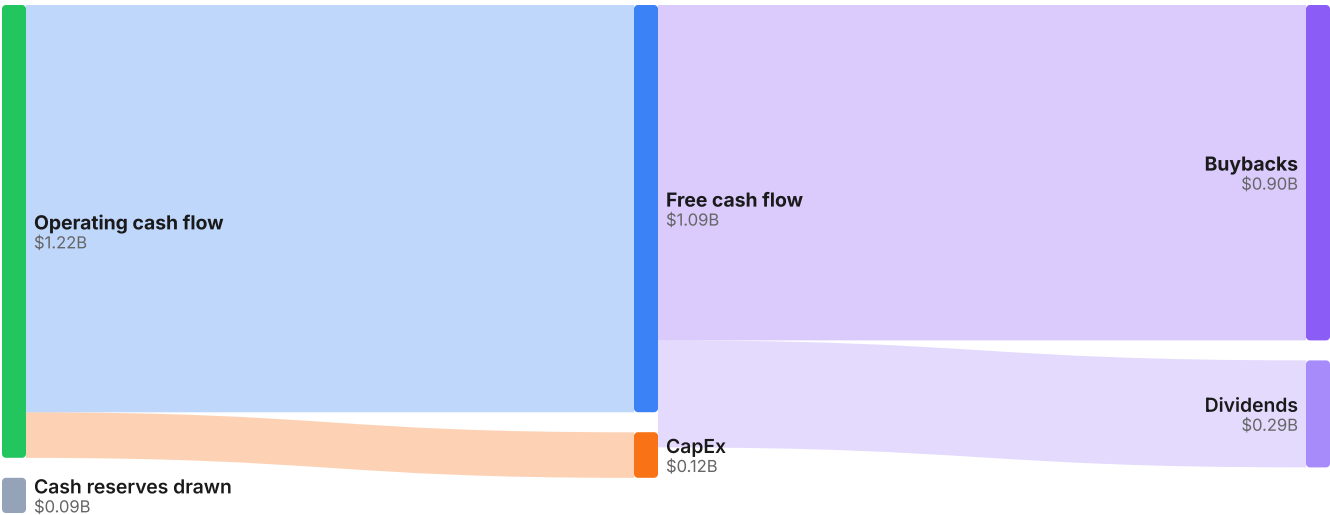
live data



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WHERE THE CASH WENT — FY2025

cash Sankey, live data



Balance Sheet — Full

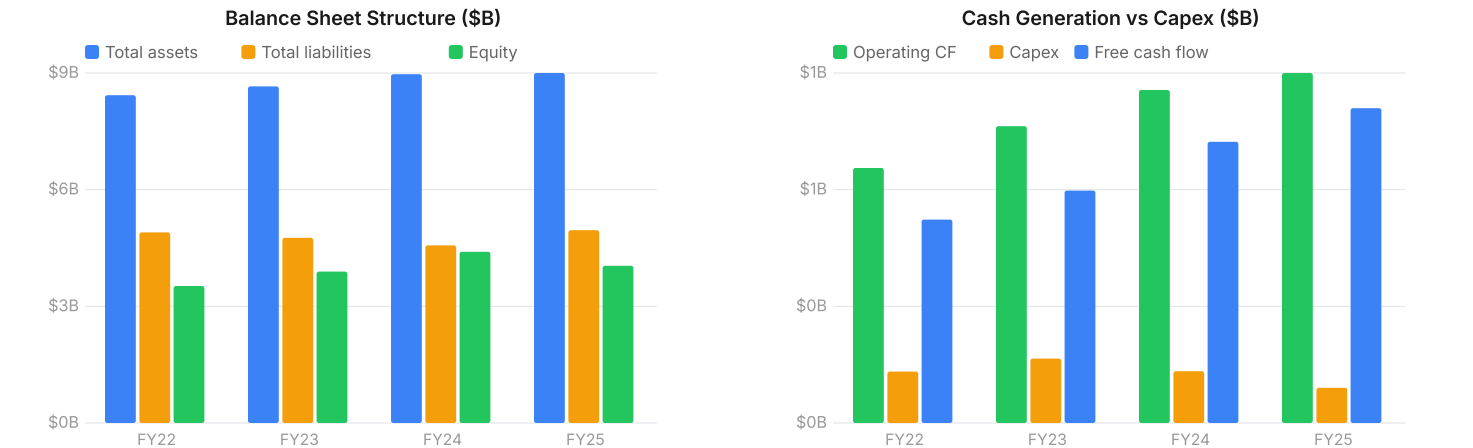
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	0.3	0.3	1.0	0.4	
ST investments	0.0	0.0	0.0	0.0	
Receivables (net)	0.4	0.5	0.6	0.6	
Total current assets	1.4	1.5	2.2	1.6	
PP&E (net)	0.8	0.9	0.9	0.8	
Goodwill + intangibles	5.9	5.7	5.3	6.1	
Total assets	8.3	8.6	8.9	8.9	
Accounts payable	0.7	0.6	0.7	0.7	
Short-term debt	0.1	0.2	0.0	0.0	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	1.2	1.4	1.3	1.5	
Long-term debt	2.6	2.2	2.2	2.2	
Total liabilities	4.9	4.7	4.5	4.9	
Shareholders' equity	3.5	3.9	4.4	4.0	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	0.4	0.8	0.6	0.7	
D&A	0.2	0.2	0.2	0.2	
Stock-based compensation	0.0	0.1	0.1	0.1	
Working capital change	(0.1)	(0.0)	(0.0)	0.0	
Operating cash flow	0.9	1.0	1.2	1.2	
Capital expenditures	(0.2)	(0.2)	(0.2)	(0.1)	
Investing cash flow	(0.7)	(0.2)	(0.2)	(0.6)	
Buybacks	0.0	(0.3)	0.0	(0.9)	
Dividends paid	(0.3)	(0.3)	(0.3)	(0.3)	
Debt issuance / (repay)	0.1	(0.3)	(0.2)	0.0	
Financing cash flow	(0.1)	(0.7)	(0.3)	(1.2)	
Free cash flow	0.7	0.8	1.0	1.1	

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24 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	26.5%	12.3%	20.6%	14.2%	17.6%	18%	
ROA	10.7%	5.1%	8.9%	6.7%	8.3%	8.2%	
ROIC	15.1%	7.8%	13.5%	10.8%	14.3%	10.8%	
Gross margin	43.6%	41.9%	44.1%	45.7%	44.7%	45.6%	
Operating margin	20.8%	11.1%	18.0%	13.2%	17.4%	17.5%	
Net margin	15.9%	7.7%	12.9%	9.6%	11.9%	12.0%	
EBITDA margin	25.1%	15.5%	22.2%	17.9%	20.9%	20.4%	
FCF margin	16.9%	13.1%	13.8%	16.0%	17.6%	—	
VALUATION							
P/E	29.38	45.79	30.19	43.73	27.27	33.5	
P/B	7.52	5.43	5.92	5.87	5.02	5.7	
P/S	4.68	3.53	3.89	4.19	3.24	3.98	
P/FCF	27.79	26.83	28.27	26.21	18.38	22.2	
EV/EBITDA	20.54	25.88	19.24	24.79	16.84	21.2	
EV/Revenue	5.16	4.00	4.27	4.43	3.53	4.3	
Earnings yield	3.4%	2.2%	3.3%	2.3%	3.7%	3.01%	
FCF yield	3.6%	3.7%	3.5%	3.8%	5.4%	4.50%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	0.59	1.18	1.08	1.70	1.07	1.15	
Quick ratio	0.34	0.63	0.64	1.24	0.71	0.69	
Debt / equity	0.85	0.82	0.68	0.55	0.55	0.56	
Debt / assets	34.2%	34.1%	30.4%	27.1%	24.7%	26.7%	
Net debt / EBITDA	1.91	3.10	1.73	1.32	1.38	1.71	
Interest coverage	19.93	6.84	9.72	8.96	11.05	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	0.67	0.66	0.69	0.70	0.70	0.68	
Receivables turnover	12.91	12.99	12.37	10.83	10.39	10.4	
DSO (days)	28	28	30	34	35	35	
DPO (days)	78	78	72	73	77	84	
Cash conversion cycle	14	19	27	28	20	16	
GROWTH (YoY)							
Revenue growth	6.0%	3.6%	9.2%	4.1%	1.6%	—	
Net income growth	5.3%	-50.0%	82.6%	-22.5%	25.9%	—	
EPS growth	7.1%	-48.9%	80.0%	-22.7%	30.0%	—	
FCF growth	-1.8%	-19.3%	14.3%	21.0%	11.9%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	3.33	1.70	3.06	2.36	3.08	3.15	
Book value / share	13.00	14.33	15.61	17.62	16.70	18.37	
Revenue / share	20.87	22.07	23.76	24.68	25.89	26.32	
FCF / share	3.52	2.90	3.27	3.95	4.56	4.71	
Cash / share	0.97	1.11	1.39	3.90	1.71	1.08	
SHAREHOLDER RETURN & SCORES							
Buyback yield	2.1%	0.0%	1.7%	0.0%	4.5%	2.60%	
Altman Z-Score	4.97	4.19	5.00	5.52	4.62	5.3	
Piotroski F-Score	6	7	7	7	8	7/9	
Beneish M-Score	-2.54	-2.85	-2.37	-2.68	-2.71	-2.73	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	7 / 9	Strong		
Altman Z-Score	5.3	Safe (>2.99)	Safe	
Income quality	1.69	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.73	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.78	Revenue stability	0.95
Interest burden		0.93	Earnings stability	0.06
Operating margin		16.5%	Earnings persistence	0.83
Asset turnover		0.70×	Revenue CAGR 3y	3.4%
Financial leverage		2.05×	EPS CAGR 3y	20.2%
= ROE		17%	FCF CAGR 3y	8.2%

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SHAREHOLDER RETURN PROFILE				live
BUYBACK YIELD	DIVIDEND YIELD	TOTAL SHAREHOLDER RETURN	SBC / REVENUE	
2.60%	1.16%	3.68%	1.1%	
		cash yield	dilution pressure	



28 PEER COMPARISON							live peer engine
COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
KMB	\$35.1B	18.0	129%	8.2%	-12.3%	7/9	-11.8%
KVUE	\$36.3B	21.7	16%	11.5%	+1.8%	8/9	+35.7%
EL	\$37.9B	205.0	5%	-3.2%	+5.1%	7/9	+8.4%
CLX	\$10.5B	18.1	286%	8.4%	-5.4%	4/9	-22.5%
CL	\$75.0B	37.0	434%	12.9%	+5.2%	8/9	—
ELF	\$6.7B	113.4	6%	13.9%	+31.2%	4/9	—
REYN	\$4.8B	13.9	15%	9.4%	+2.7%	7/9	—
IPAR	\$3.7B	22.1	20%	8.9%	+2.9%	8/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

29 ANALYST CONSENSUS & ESTIMATES

live consensus

Buy

34 Analysts

Str Sell (0)

Sell (1)

Hold (15)

Buy (18)

Str Buy (0)

MEAN TARGET (QTR)

\$105.00

7 targets

TARGET VS. PRICE

+0.4%

last-quarter mean

NEXT REPORT

2026-10-30

street \$0.90

CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$6.23B	\$6.27B / \$6.20B	\$3.78	\$3.80 / \$3.76	11
FY2027	\$6.50B	\$6.60B / \$6.43B	\$4.04	\$4.16 / \$3.89	11
FY2028	\$6.76B	\$6.85B / \$6.70B	\$4.32	\$4.43 / \$4.21	3

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30 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$94.50	-9.6%	2
Last Quarter	\$105.00	+0.4%	7
Last Year	\$102.68	-1.8%	25
All Time	\$98.35	-5.9%	66

Rolling mean of published targets vs. last close \$104.53. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

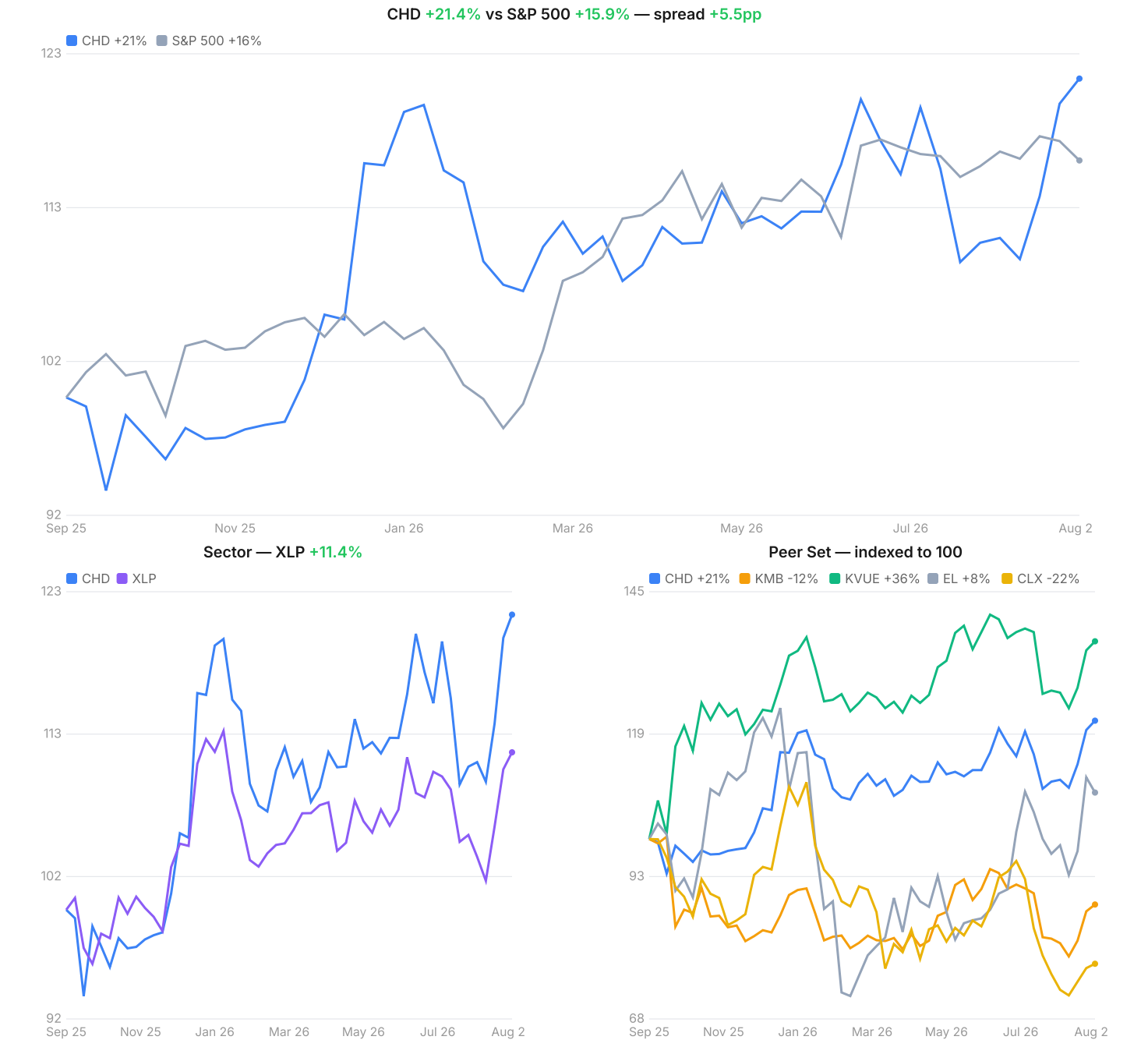
B+

DCF4/5ROE4/5ROA4/5DEBT/EQ3/5P/E2/5P/B1/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

31 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set



All series indexed to 100 at the start of the window, adjusted closes.

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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON

site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND

site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$97.38	+7.15	+7.34%	Above
SMA 50	\$98.26	+6.27	+6.38%	Above
SMA 200	\$96.30	+8.23	+8.55%	Above
EMA 9	\$100.58	+3.95	+3.93%	Above
EMA 21	\$98.57	+5.96	+6.05%	Above
EMA 50	\$97.93	+6.60	+6.74%	Above
EMA 200	\$96.23	+8.30	+8.63%	Above

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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32 TECHNICAL POWER SCORE

EDGE · site engine · 90/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +80

20 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

100

82

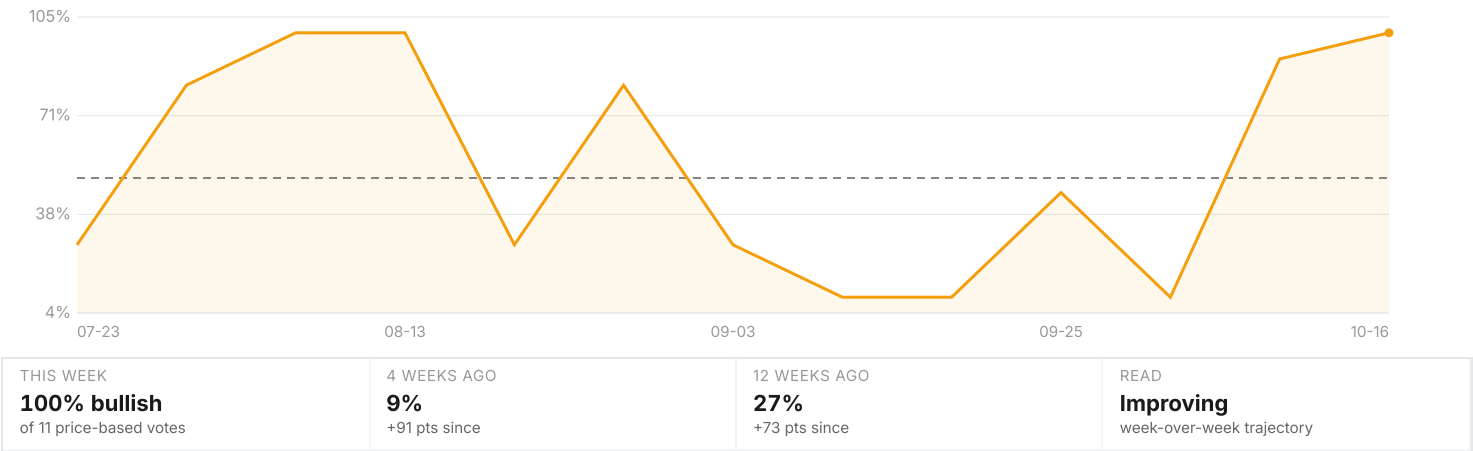
100

100

62

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



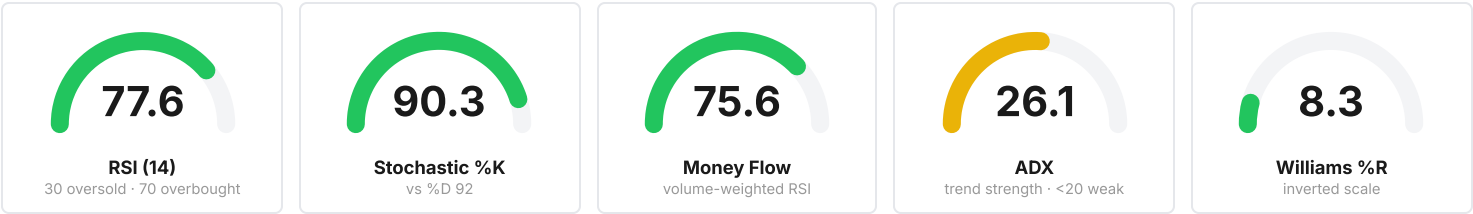
INDICATOR VOTE GRID

20 bull / 2 bear

● Price vs SMA 20	\$97.38	● Price vs SMA 50	\$98.26	● Price vs SMA 200	\$96.30
● EMA 9/21 Cross	100.6/98.6	● SMA 50/200	Golden	● ADX Direction	ADX 26
● Supertrend	\$98	● Parabolic SAR	\$97	● SMA Slope	0.490
● RSI	77.6	● Stochastic K/D	90/92	● StochRSI K/D	100/100
● Williams %R	-8	● CCI	190	● TSI vs Signal	26.2
● CMO	55.2	● ROC	10.84%	● OBV Signal	Accum
● Chaikin MF	0.120	● MFI	76	● Force Index	2M
● Elder Ray Bull	5.99				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$103.49 / \$105.13 / \$107.18	S1 / S2	\$101.44 / \$99.80
Bollinger (20,2)	\$91.36 – \$103.40	Squeeze	Off
52-wk range	\$80.29 – \$105.54	Off 52-wk high	-1.0%
ATR (14)	\$1.84 (1.8%)	Historical vol	14.3%

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34 SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown

+1.6% Jan 55%	+3.1% Feb 75%	+2.2% Mar 67%	+0.7% Apr 55%	+0.7% May 65%	+1.1% Jun 55%	+1.2% Jul 60%	+0.3% Aug 50%	-1.4% Sep 35%	-0.1% Oct 55%	+3.4% Nov 85%	+1.2% Dec 50%
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Sample: 20 years — treat short histories as suggestive, not statistical.

35 RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	CHD	S&P 500
Weekly volatility (σ , 1y)	2.89%	1.83%
Best / worst week (1y)	+10.0% / -5.7%	—
Max drawdown (5y, monthly)	-28.2%	—
1-week VaR (95%)	-4.9%	—
Beta (5y)	0.47	1.00

36 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

CHD EQUITY WEATHER (LIVE)

PARTLY CLOUDY · +32

Trend

Momentum

Volume

Volatility

Breadth

+48

+76

+48

-60

-22

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

19.99

Normal

DOW THEORY

Confirmed

Bearish

SPY / QQQ TSI

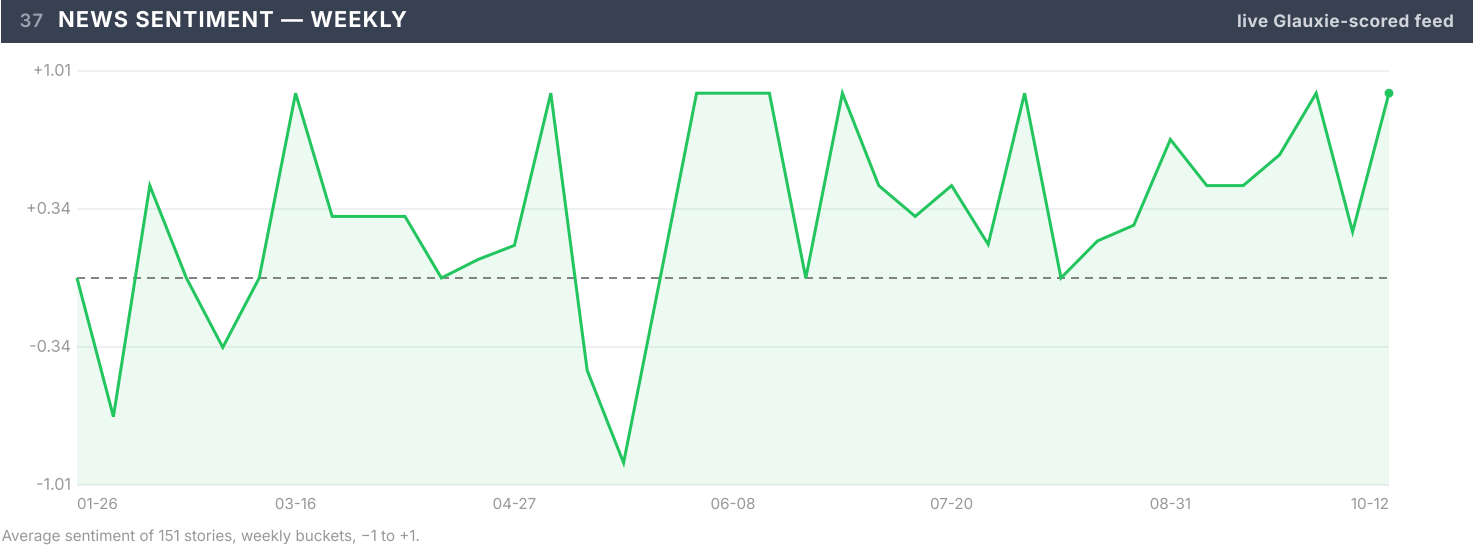
7.2 / 4.7

trend strength

SECTOR STRENGTH

46/100

breadth average



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38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Partly Cloudy

OVERALL +31.7 +41.5 vs industry	TREND +48.0 +48.5 vs industry	MOMENTUM +76.1 +73.0 vs industry	VOLUME +47.5 +33.3 vs industry
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READING	CHD	HOUSEHOLD & PERSONAL PRODUCTS N=397	CONSUMER DEFENSIVE N=3,080	ALL US SYMBOLS N=70,435
Overall	+31.7	-9.7	-15.7	-20.5
Trend	+48.0	-0.4	-19.0	-21.3
Momentum	+76.1	+3.1	-6.2	-15.8
Volume	+47.5	+14.2	-5.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

39 EXECUTIVE COMPENSATION

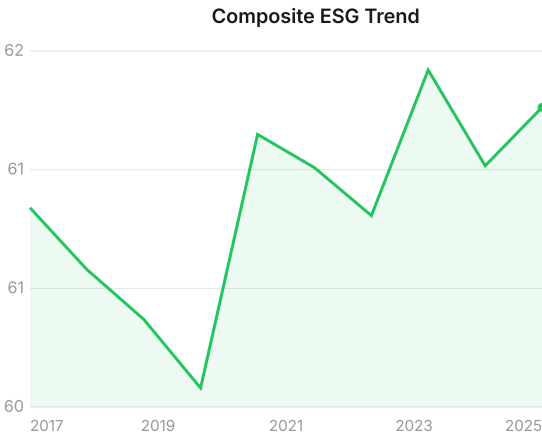
live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Richard A. Dierker President and Chief Execu	\$9.8M	33% equity+incentive
Lee B. McChesney Executive Vice President, C	\$5.3M	61% equity+incentive
Matthew T. Farrell Former Chairman, Presiden	\$3.3M	33% equity+incentive
Charles R. Raup Executive Vice President, US	\$2.7M	47% equity+incentive
Patrick D. de Maynadier Executive Vice Presi	\$2.1M	33% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	57
Social	58
Governance	70
Composite ESG	62



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-07-31	Earnings Release; Exhibits	2.02,9.01
2026-05-05	Shareholder Vote	5.07
2026-05-01	Earnings Release; Exhibits	2.02,9.01
2026-01-30	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01
2025-12-09	Regulation FD Disclosure; Other Events; Financial Statements and Exhib	7.01,8.01,9.01
2025-12-05	Other Events	8.01
2025-10-31	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01
2025-08-01	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01

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42 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

43 DISCLOSURES

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44 DATA PROVENANCE FOR THIS REPORT sources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2020 to 2025
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-10-29 to 2026-07-31
Analyst estimates	dim/forward_estimates	3 rows · 2026-12-31 to 2028-12-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	111 rows · 1998 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-08-31 to 2026-10-15
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	3 rows · 2026-03-26 to 2026-04-29
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.