

CHURCH & DWIGHT CO INC /DE/  
Form DEFA14A  
March 23, 2012

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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**SCHEDULE 14A**

**(Rule 14a-101)**

**INFORMATION REQUIRED IN PROXY STATEMENT**  
**SCHEDULE 14A INFORMATION**

**Proxy Statement Pursuant to Section 14(a) of the**  
**Securities Exchange Act of 1934**  
**(Amendment No. \_\_)**

Filed by the Registrant  Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

**Confidential, for Use of the Commission Only** (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

- x Definitive Additional Materials
- .. Soliciting Material Pursuant to §240.14a-12

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**Church & Dwight Co., Inc.**

(Name of Registrant as Specified In Its Charter)

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(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- x No fee required.
- .. Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:



**\*\*\* Exercise Your *Right* to Vote \*\*\***

**Important Notice Regarding the Availability of Proxy Materials for the  
Shareholder Meeting to Be Held on May 3, 2012.**

**Meeting Information**

**Meeting Type:** Annual Meeting

**CHURCH & DWIGHT CO., INC.**

**For holders as of:** March 5, 2012

**Date:** May 3, 2012      **Time:** 11:00 a.m. EDT

**Location:** Church & Dwight Co., Inc.

469 N. Harrison St.

Princeton, NJ 08543

Directions to the meeting are included in the proxy statement

You are receiving this communication because you hold shares in the above named company.

***CHURCH & DWIGHT CO., INC.***

***469 NORTH HARRISON STREET***

***PRINCETON, NJ 08543-5297***

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only a reference to the proxy materials that are available to you on the Internet. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com) or request a paper copy or e-mail copy (see reverse side).

We encourage you to access and review the proxy materials before voting.

**See the reverse side of this notice to obtain proxy materials and voting instructions.**

### Before You Vote

#### How to Access the Proxy Materials

**Proxy Materials Available to VIEW or RECEIVE:**

NOTICE OF ANNUAL MEETING AND PROXY STATEMENT 2011 ANNUAL REPORT TO STOCKHOLDERS

**How to View Online:**

Have available the control number that is printed in the box marked by the arrow (located on the following page) and visit: [www.proxyvote.com](http://www.proxyvote.com).

**How to Request and Receive a PAPER or E-MAIL Copy:**

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- |                         |  |
|-------------------------|--|
| 1) <i>BY INTERNET:</i>  | <a href="http://www.proxyvote.com">www.proxyvote.com</a>                   |
| 2) <i>BY TELEPHONE:</i> | 1-800-579-1639   |
| 3) <i>BY E-MAIL*:</i>   | <a href="mailto:sendmaterial@proxyvote.com">sendmaterial@proxyvote.com</a> |

\* If requesting materials by e-mail, please send a blank e-mail with the control number that is printed in the box marked by the arrow (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded. Please make the request as instructed above on or before April 19, 2012 to facilitate timely delivery.

### How To Vote

Please Choose One of the Following Voting Methods

**Vote In Person:** Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

**Vote By Internet:** To vote now by Internet, go to [www.proxyvote.com](http://www.proxyvote.com). Have available the control number that is printed in the box marked by the arrow and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

**Voting Items**

**The Board of Directors recommends that you vote FOR the following nominees:**

1. Election of Directors

**Nominees:**

- 1a. T. Rosie Albright
- 1b. Ravichandra K. Saligram
- 1c. Robert K. Shearer

**The Board of Directors recommends that you vote FOR the following proposals:**

2. Approval of our Amended and Restated Annual Incentive Plan.
3. Advisory vote to approve compensation of our named executive officers.
4. Ratification of the appointment of Deloitte & Touche LLP as our independent registered public accounting firm for 2012.

To act on such other business as may properly be brought before the meeting and any adjournments or postponements thereof.

