

CHURCH & DWIGHT CO INC /DE/  
Form DEFA14A  
April 23, 2007

**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

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

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

Edgar Filing: CHURCH & DWIGHT CO INC /DE/ - Form DEFA14A

(Name of Registrant as Specified In Its Charter)

---

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

Payment of Filing Fee (Check the appropriate box):

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:

---

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

469 North Harrison Street

Princeton, New Jersey 08543-5297

SUSAN E. GOLDY

Vice President, General Counsel and Secretary

**IMPORTANT REMINDER TO STOCKHOLDERS**

April 23, 2007

Dear Stockholder:

Proxy Material for the Annual Meeting of Shareholders of Church & Dwight was sent to you recently. According to our records, your proxy for this meeting, which will be held on Thursday, May 3, 2007, has not been received.

For the reasons set forth in the proxy statement dated March 15, 2007, your Board of Directors unanimously recommends that shareholders vote FOR the Election of three persons to serve as Directors for a term of three years, approval of the Church & Dwight & Co., Inc. Annual Incentive Plan and ratification of the appointment of Deloitte & Touche as independent registered public accounting firm to audit our 2007 consolidated financial statements.

Regardless of the number of shares you own, it is important that they are represented and voted at the Annual Meeting. ACCORDINGLY, PLEASE TAKE A MOMENT NOW TO VOTE BY ANY OF THE THREE METHODS IDENTIFIED BELOW:

1. **Vote by telephone: Call 1-800-690-6903. Have the 12-digit control number listed on your Voting Instruction Form available and follow the simple instructions.**
2. **Vote by Internet: Go to [www.proxyvote.com](http://www.proxyvote.com). Have the 12-digit control number listed on your Voting Instruction Form available and follow the simple instructions.**
3. **Vote by Mail: Vote, sign, date and mail the enclosed proxy in the postage-paid envelope included for your convenience. YOUR VOTE IS IMPORTANT. THE DEADLINE TO SUBMIT YOUR VOTING INSTRUCTIONS BY TELEPHONE OR THROUGH THE INTERNET IS 11:59 P.M., EASTERN TIME, ON MAY 2, 2007.**

Thank you for your participation.

Sincerely,

/s/ Susan E. Goldy  
Susan E. Goldy  
Vice President, General Counsel and Secretary

CONSUMER PRODUCTS

SPECIALTY PRODUCTS