



DEFENDING NEW ZEALAND, DEFENDING THE PLANET

New Zealand Defence Force collecting used toothbrushes to recycle and raise money for charity

New Zealand, 9 July 2019 - The team at Trentham Dental Centre are collecting used toothbrushes and toothpaste tubes in an effort to divert more of the New Zealand Defence Force's waste from landfill, and raise money for Wellington Free Ambulance, through the Oral Care Recycling Programme.

Run by Colgate and recycling pioneers, TerraCycle, the Oral Care Recycling Programme is a free national recycling initiative open to all New Zealanders.

The team at Trentham Dental Centre are collecting all brands of used toothbrushes, toothpaste tubes and dental floss containers – which aren't accepted in kerbside recycling – to send to TerraCycle, who will shred, clean and melt them down into raw materials to create new products such as garden beds, park benches and playgrounds.

For each piece of waste collected in the Oral Care Recycling Programme, Trentham Dental Centre earn \$0.02 as a donation toward their nominated charity, Wellington Free Ambulance.

Nicole McCown from Trentham Dental Centre said they were encouraged to start participating in the programme due to the rising problem of plastic waste.

"Plastic waste has become an emerging environmental issue, with plastics finding their way into the human food chain," said Ms McCown.

"Every oral health recyclable product that doesn't end up in landfill or the ocean counts. Recycling oral health products only makes a small difference, but the important thing is it makes a difference. The process for us is free and doesn't take up any time, it's an easily accomplished task that comes with its own reward, a reduced plastic footprint."

Wellington region Defence Force personnel are encouraged to drop their used oral care products to the Trentham based practice to be recycled.

"Colgate is committed to providing our customers with a sustainable solution for our products," said Mrs Dillon, Colgate Vice President and General Manager of South Pacific. "We're thankful to the businesses and organisations participating in the recycling programme on behalf of their community, for a better environment."

"TerraCycle's mission is to eliminate the idea of waste," said Jean Bailliard, General Manager of TerraCycle Australia & New Zealand. "We're really inspired by the commitment of New Zealand organisations to recycling, and by their hard work in raising awareness about waste and sustainability."



How the Programme Works

The Oral Care Recycling Programme accepts all brands of used toothpaste tubes and caps, non-electric toothbrushes and packaging, toothbrush and toothpaste tube outer packaging and floss containers.

To recycle in this programme, New Zealanders simply visit www.terracycle.co.nz, sign up for free and start collecting all brands of oral care waste in any available cardboard box. When full, they log into their TerraCycle account, download a free New Zealand Post shipping label, stick it to the box of waste and drop it at their nearest post office, free of charge.

Additionally, for each shipment over 5kg sent to TerraCycle, collectors earn 2 points or \$0.02 per unit of waste toward their nominated New Zealand school or non-profit organisation. Globally, over \$45 million has been raised for schools and charities worldwide through TerraCycle's free recycling programmes.

To learn more and join the Oral Care Recycling Programme, visit www.terracycle.com/en-NZ/oral-care-brigade.

About TerraCycle

TerraCycle is the world's leader in the collection and repurposing of complex waste streams, ranging from used cigarette butts to ocean plastic to oral and beauty care products and packaging. The waste is collected through manufacturer-funded programs that are free to the public and then converted into a variety of raw materials and made into new products.

Across 21 countries, TerraCycle has diverted over seven billion pieces of 'non-recyclable' waste from landfill and incineration. To learn more about TerraCycle or get involved in its recycling programmes, please visit www.terracycle.co.nz.

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