

TerraCycle Australia
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Gillette

Venus Gillette

First national recycling program for razors launches in Australia

27 July 2020 - P&G brands Gillette and Venus have joined forces with TerraCycle to launch a free national recycling program for all brands of razors and their packaging.

A first-of-its-kind program in Australia, shavers can now collect and ship all their disposable and refillable razors, blade cartridges and plastic packaging to TerraCycle, who will turn them into new products.

While technically recyclable, the metal and plastic components of razors are time consuming to separate and sort, meaning they usually end up in landfill.

But now, thanks to the new Gillette Razor Recycling Program from Gillette and Venus, any household, community organisation, business or individual can sign up to recycle these items as well as raise money for the school, sports club, or charity of their choosing.

To participate in the program, shavers simply sign up through the TerraCycle website, download a free shipping label and place their used razors in any cardboard box or carton. These can be sent for free through Australia Post.

Procter & Gamble (P&G) Australia Communications Director, Claudia Manuel, said the company was proud to introduce this new recycling solution as part of its ongoing commitment to environmental sustainability.

“At P&G, our ambition is to be a force for good and that includes offering consumers more sustainable solutions. We are thrilled to partner with TerraCycle on this initiative to make *all* brands of razors and packaging – not just our Gillette and Venus products – recyclable in Australia for the first time.”

Jean Bailliard, General Manager of TerraCycle Australia and New Zealand, said he expected that this will be one of TerraCycle’s most popular recycling initiatives to date.

“We expect there are many Australians who will be very keen to start collecting and returning their razor blades and packaging so they can be recycled, rather than placing them in landfill.

“Later in the year once normal routines commence, we will also be encouraging community participation through sports clubs, gyms and our existing community networks to increase the volume of collections even further,” he said.

To join the Gillette Razor Recycling Program, Australians simply sign up through the TerraCycle website. Spaces are expected to fill up fast.

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As a bonus incentive for recyclers, and to encourage community collection sign ups, for every unit of razors and packaging sent to TerraCycle, collectors will earn a donation toward the school, sports club or charity of their choice. Gillette is encouraging recyclers to donate to their nominated charities Foodbank and Movember.

To learn more, please go to: <https://www.terracycle.com/en-AU/brigades/gillette-au>

In addition to the partnership, Gillette has launched new TerraCycle packs in Coles and Woolworths, including the Fusion5, Fusion 5 ProGlide and SkinGuard razors. These packs are in an all-new cardboard box and 100% recyclable via TerraCycle.



ABOUT GILLETTE

For more than 115 years, Gillette has delivered precision technology and unrivalled product performance – improving the lives of over 800 million consumers around the world. From shaving and body grooming, to skin care and sweat protection, Gillette offers a wide variety of products including razors, shave gel (gels, foams and creams), skin care, after shaves, antiperspirants, deodorants and body wash. For more information and the latest news on Gillette, visit www.gillette.com. To see our full selection of products, visit www.gillette.com. Follow Gillette on Twitter, Facebook and Instagram.

ABOUT TERRACYCLE

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favourite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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