

TerraCycle's
Better Beauty Month

Recycling Guide



August 2023





Welcome to TerraCycle's 2023 Better Beauty Month

This guide unpacks beauty recycling and outlines TerraCycle's solutions for recycling skincare, personal care, hair and makeup products.



This is an interactive document

Recycling Guide Better Beauty Month 2023



First things, first - why is beauty waste an issue?

Beauty packaging is often made from a complex mix of materials, making it difficult (and expensive) to recycle.

The more materials used to make a single product, the harder it is to recycle. These complex products are less likely to be recycled via kerbside services, as the cost of identifying, separating, cleaning, sorting and processing the components is greater than the value of the recycled material produced. Products like mascara and lipsticks are also too small to be processed by industrial recycling machines.



How does TerraCycle recycle beauty waste?



Metals

Metals must be separated out through magnetic separation.

Magnetic separation uses magnets to separate 'ferrous' metals, like steel, from other materials. The shreds are smelted into metal sheeting, ingots, rods and bars. These are used to make springs, screws, bolts, cans, and other products.



Glass

Glass is separated through screening.

Screening feeds it into a rotating drum with screens of different sizes. Smaller items like glass pass through the screen while larger items continue to the next screen. Glass is then pulverised and may be used in applications such as aggregate in construction materials.



Plastic

Plastics are processed by **polymer type**, so we first must separate them by using:

Sink-float separation, which uses water to separate commingled plastics based on density.

Air density separation, which uses fans to create a column of air. Low-density items like remaining paper from labels are blown upward and dense items fall.

Optical sortation, in which items pass under an infrared sensor that records the light waves that bounce off different plastic types uniquely.

The separated plastics are then dried, placed into a hopper and fed into an extruder, where they are melted. Depending on the specifications of our manufacturing partners, who will use the processed plastic to make new products, we may melt together several different types of plastic or add certain additives (like colour).



Aerosols

Aerosols are collected and recycled separately with a specialised aerosol recycler.

So what is your beauty waste recycled into?



Recycling bins



Planter beds



Gardening accessories



Beauty tools



Product bottles



Benches and tables

... and more!

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Recycle your skincare with TerraCycle

Recycling program	All brands accepted?	In-store drop-off	Ship for free
David Jones	✓	✓	
MECCA	✓	✓	
Sephora	✓	✓	
L'Occitane	✓	✓	
OLAY	✓		✓
Garnier	✓		✓
Kiehls		✓	
Sukin			✓
Jurlique			✓
MooGoo			✓



Click on a program name
to see it's program page

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Recycle your makeup with TerraCycle

Recycling program	All brands accepted?	In-store drop-off	Ship for free
Maybelline	✓	✓	
David Jones	✓	✓	
MECCA	✓	✓	
Sephora	✓	✓	
MooGoo			✓



Click on a program name
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Recycle your personal care with TerraCycle

Recycling program	All brands accepted?	In-store drop-off	Public drop-off location	Ship for free
Gillette	✓			✓
Colgate (Electric toothbrushes)	✓			✓
Colgate (Dental care products)	✓		✓	
Burts Bees				✓



Click on a program name
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Recycle your hair care with TerraCycle

Recycling program	All brands accepted?	In-store drop-off	Ship for free
Schwarzkopf (Hair care)	✓		✓
Schwarzkopf (Aerosols)	✓		✓
David Jones	✓	✓	
MECCA	✓	✓	
Sephora	✓	✓	



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