

Living Proof & TerraCycle Just Made Hair Care Packaging Sustainable with the Launch of Two National Recycling Programs

TORONTO, Canada, (May 1, 2020) – Living Proof, a company that uses scientific innovation and human ingenuity to tackle problems big and small, and international recycling leader TerraCycle, have joined forces to ensure that all Living Proof hair care packaging and spent aerosol cans are diverted from landfills and sustainably recycled throughout Canada.

“We are pleased to count Living Proof among a select group of luxury hair care brands that offer consumer-facing recycling programs that actively address this large category of waste,” said TerraCycle CEO and Founder, Tom Szaky. “Through the introduction of these innovative recycling programs, Living Proof is giving their consumers a powerful, sustainable option to divert their empty hair care and aerosol packaging from landfills, as well as demonstrate their respect for the environment through the products they choose to include in their hair care regime.”

Through this partnership, consumers are invited to recycle their empty Living Proof packaging in two ways:

- **Living Proof Aerosol Recycling Program:** Participants wishing to recycle their empty Living Proof aerosol cans, including trial and sample sizes, are invited to sign up on the program page at <https://www.terracycle.com/en-CA/brigades/livingproof-aerosol-en-ca>. When ready to ship, following the shipping instructions provided on the program page, download a free shipping label and the included “Limited Quantity” label. Package the empty aerosol containers in the box of your choice and send it to TerraCycle for recycling.
- **Living Proof Recycling Program:** To recycle all other Living Proof product packaging, including trial and sample sizes, participants are invited to visit the non-aerosol program page at <https://www.terracycle.com/en-CA/brigades/livingproof-en-ca>. When ready to ship their packaging waste, simply download a free shipping label, package the empty hair care packaging in the box of your choice and send it to TerraCycle for recycling.

“We are proud to partner with TerraCycle,” said Living Proof Brand Marketing Director, Sarah Mountcastle Mitchell. “Living Proof is committed to solving the toughest beauty challenges with safe, cruelty-free innovations that don’t compromise our planet, and partnering with TerraCycle has helped us further develop this commitment.”

With every shipment sent to TerraCycle through either program, consumers can earn points that can be used for charitable gifts or converted to cash and donated to the non-profit, school or charitable organization of their choice. Both Living Proof recycling programs are open to any interested individual, school, office, or community organization.

For more information on Living Proof's Sustainability commitment and partnership with TerraCycle: <https://www.livingproof.com/sustainability>

To sign up for the Living Proof TerraCycle Aerosol program:
<https://www.terracycle.com/en-CA/brigades/livingproof-aerosol-en-ca>

To sign up for the Living Proof TerraCycle Non-Aerosol program:
<https://www.terracycle.com/en-CA/brigades/livingproof-en-ca>

To learn more about TerraCycle: <http://www.terracycle.ca>

About Living Proof

We are problem solvers. We solve the toughest beauty challenges with science and patented technology originating from MIT. Our founders are hair stylists who were fed up with the limitations of conventional products and scientists from outside the beauty industry with no preconceived notions of what can and can't be done. Twenty patents, 50 products, and 100 awards later, we have countless love letters thanking us for making products that keep their promises and for changing lives in ways both big and small. We are not hope in a bottle. We are Living Proof. And so are you.

Living Proof is a part of PETA's Beauty Without Bunnies program and is cruelty-free with absolutely no animal testing.

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 favorite 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.ca

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