

FOR IMMEDIATE RELEASE

CONTACT:
Sue Kauffman
TerraCycle Canada
sue.kauffman@terracycle.ca

Burt's Bees® Launches National Recycling Program

All Burt's Bees Personal Care Products Now 100% Recyclable

TORONTO, (November 12, 2019) – For over three decades, Burt's Bees® has been dedicated to protecting the beauty, wisdom and power of nature. Building on this commitment, have announced their partnership with international recycling leader TerraCycle, to make the packaging for their entire line of personal care products nationally recyclable through the Burt's Bees "Recycle On Us" program.

"Sustainability is one of Burt's Bees' core values," explains Paula Alexander, Director of Sustainable Business and Innovation. "Burt's Bees strives to formulate with natural ingredients and design our packaging with mindful materials, such as post-consumer recycled content, but we don't stop there. Now, through our partnership with TerraCycle, we can not only minimize the material used to create our packaging but through nationwide recycling access, minimize or even eliminate used packaging entering the waste stream."

Through the "Recycle On Us" Program, consumers can now send in Burt's Bees personal care, lip care and beauty care packaging to be recycled for free. Participation in the program is easy, simply sign up on the TerraCycle program page <https://www.terracycle.com/en-CA/brigades/burts-bees-en-ca> and mail in the packaging using a prepaid shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products.

"Burt's Bees is offering consumers the opportunity to think twice about what is recyclable and what truly is garbage," said TerraCycle CEO and Founder, Tom Szaky. "Through the "Recycle On Us" program, by collecting and recycling difficult-to-recycle items, consumers have the ability to divert packaging from landfills and have a lasting effect on the environment."

The Burt's Bees "Recycle On Us" program is open to any interested individual, school, office, or community organization. For more information on TerraCycle's recycling programs, visit www.terracycle.ca.

ABOUT BURT'S BEES:

Burt's Bees has been offering natural personal care and beauty care products for over 30 years. From a beekeeper's backyard in Maine to the leading edge of natural, Burt's Bees has always been an authentically natural and sustainable brand. No petrochemicals, phthalates, parabens or sodium lauryl sulfate. Never tested on animals.

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.