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**LOCAL ORTHODONTIC PRACTICE INTRODUCES NEW COMMUNITY INITIATIVE TO
MINIMIZE PLASTIC FOOTPRINT**

Central Orthodontics Helps Patients Recycle The Unrecyclable with TerraCycle's Zero Waste Boxes

GRAND FALLS - WINDSOR, Newfoundland. (December 20, 2019) - As the dental industry has moved toward disposable items for the sake of convenience, environment-friendly products and recycling solutions are not often prioritized by individual practices. Central Orthodontics hopes to counteract this culture by teaming up with TerraCycle® to provide the community with a convenient solution to recycle toothbrushes and oral care waste.

There are limited resources to recycle dental care materials and waste in the region. With TerraCycle's Oral Care Waste and Packaging Zero Waste Box placed in the office's waiting room, patients can conveniently recycle toothbrushes, toothpaste tubes and caps, toothbrush and toothpaste tube outer packaging, and floss containers all in one place.

"If we all take small steps in reducing our waste and improving our environment, it all adds up to big changes," says Dr. Stephanie Walker.

TerraCycle, the world's leader in the collection and repurposing of complex waste streams, created the Zero Waste Box program to provide solutions for difficult-to-recycle waste that cannot be recycled through TerraCycle's brand-sponsored, national recycling programs or via standard municipal recycling.

Toothbrushes are traditionally difficult items to recycle because they are made of multiple materials fused together: nylon bristles, a metal staple that holds the bristles in place, and a plastic handle. All materials need to be separated before they can be processed. While the metals are processed through standard recycling, the nylon and plastic components can be shredded, cleaned, and pelletized for use in a variety of new products including picnic tables, park benches, playground equipment and recycling bins. The Oral Care Waste and Packaging Zero Waste Box Central will help Central Orthodontics and its patients significantly reduce the amount of toothbrushes and other dental care waste being thrown away in the community.

More information regarding Central Orthodontics can be found by visiting their website, <http://www.centralortho.ca/>. All collected materials from the Zero Waste Box program are sent to TerraCycle for recycling, where they undergo a series of treatments before getting turned into new items. For more information on TerraCycle, please visit www.TerraCycle.ca.

TerraCycle offers Zero Waste Boxes for nearly every category of waste. By purchasing Zero Waste Boxes, companies and consumers save trash from landfills and help reach TerraCycle's goal of creating a waste-free world.

About Central Orthodontics

At Central Orthodontics, we are committed to excellence. Dr. Stephanie Walker and our team are dedicated to providing the highest standard of personalized orthodontic care to both children and adults in a positive, caring, and fun environment. We are proud to provide top-quality orthodontic care to people of all ages, as the first orthodontic specialist office in Central Newfoundland.

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 also sells Zero Waste Boxes that are purchased by end users to recycle items in offices, homes, factories and public facilities. 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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