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**SOMETHING TO SMILE ABOUT: SPOTLIGHT ORAL CARE AND TERRACYCLE
PARTNER TO RECYCLE DENTAL ALLIGNERS WHILE DIVERTING PLASTIC FROM
LANDFILLS**

TRENTON, NJ, February 16, 2021 —Spotlight Oral Care, industry leaders in providing clinically proven, clean, sustainable oral care products formulated by dentists, has partnered with international recycling leader TerraCycle® to allow consumers to recycle any brand of dental aligners and associated packaging at participating dental offices nationwide.

Through the Spotlight Oral Care Recycling Program, consumers are invited to bring in all brands of used dental aligners and their associated packaging to participating Spotlight Oral Care dental offices to be recycled for free. The launch of the program marks the latest addition to Spotlight Oral Care's existing sustainability efforts which include formulating toothpaste tubes from sugarcane and using recycled plastic in their brand name dental floss.

"As one of the top one percent providers of dental aligners in the industry, we have treated well over two-thousand patients over the last five years," said Spotlight Oral Care co-founders Dr Lisa and Dr Vanessa Creaven. "For us, not having an answer when our patients asked us how to recycle their aligners wasn't good enough. This new initiative with TerraCycle helps patients and dentists safely dispose of used aligners and keeps them out of landfill and our oceans. We're proud to be part of the solution to one of the biggest waste challenges the dental industry faces today."

After collection, the dental office mails the used dental aligners and packaging to TerraCycle for proper recycling. Once the materials are received by TerraCycle, they are recycled into post-consumer products.

"Dental aligners are a great option for those looking for an alternative to traditional braces, however their convenience also generates a significant amount of plastic waste given that they need to be swapped out periodically," said TerraCycle Founder and CEO, Tom Szaky. "The Spotlight Oral Care Recycling Program is a unique opportunity for consumers to recycle this type of often-overlooked waste and can be done at their routine dental visits."

By participating in the program, consumers and dentists alike can help the planet and the local community by reducing waste and keeping otherwise non-recyclable dental aligners and their packaging out of landfill.

For more information on TerraCycle's recycling programs, visit www.terracycle.com.

About Spotlight Oral Care:

Founded in 2016 by certified dentist sisters, Dr. Lisa and Dr. Vanessa Creaven, it was Spotlight Oral Care's aim to create the best oral health products and to educate and empower people to engage with customized preventative oral care. As dentists, they have a unique insight into the needs and wants of their patients. Their clinically proven range of products combine the latest advances in oral care research with the highest quality of clean, harm-free and active ingredients. Having identified the lack of

sustainability within the industry, with billions of toothpaste tubes ending up in landfills each year, Spotlight Oral Care made the move to become more environmentally friendly and aware. All Spotlight Oral Care products are vegan-friendly, toxin-free, cruelty-free and palm oil free. The toothpaste tubes are made from a by-product of sugar cane making them the world's first ever 100% recyclable tube, completely revolutionizing the oral care industry.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to reimagine 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.com.

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