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**TOM'S OF MAINE OFFERS NATURAL CARE RECYCLING PROGRAM IN PARTNERSHIP  
WITH TERRACYCLE**

*Tom's of Maine continues to support recycling among consumers with the help of TerraCycle*

**TORONTO, ON, July 19, 2021** - Tom's of Maine, a leader in natural oral and personal care products, is deepening its commitment to sustainability through its Canadian Natural Care Recycling Program in partnership with TerraCycle, the international recycling leader. The program has yielded long-standing success in the United States and offers customers a free, easy way to recycle all personal care products like mouthwash bottles and caps, toothbrushes, deodorant containers and caps, soap packaging, floss containers, and toothpaste tubes and caps.

"Tom's of Maine believes in living for today as well as tomorrow and understands that the decisions we make have a lasting impact," said Esi Seng, General Manager of Tom's of Maine. "Plastic has become a serious problem in our world. As part of our commitment to help people live a more sustainable life, it is important to us to be able to give Canadians an easy, free way to keep their product packaging out of landfills."

Participation in the Natural Care Recycling Program is simple. Consumers are invited to sign up on the TerraCycle program page at <https://www.terraCycle.com/en-CA/brigades/toms-of-maine-en-ca>, and mail in personal care 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. Every shipment of personal care packaging sent to TerraCycle earns collectors points that can be used for charitable gifts or converted to cash and donated to a non-profit, school or charitable organization of their choice.

"The Natural Care Recycling Program represents a unique and sustainable opportunity for consumers to divert waste from landfills," says Tom Szaky, CEO and Founder of TerraCycle. "Together, with the help of Tom's of Maine, we are making it simple to eliminate the idea of waste and have a positive impact on the environment for future generations."

Interested individuals, schools, offices, or community organizations can participate in the Natural Care Recycling Program to recycle personal care packaging. To learn more about TerraCycle's recycling programs, visit [www.terraCycle.com/en-CA/](http://www.terraCycle.com/en-CA/).

**About Tom's of Maine**

We made our mark making natural products like toothpaste and deodorant. But what is most important to us? Working to make positive change by doing good. This has been our focus for over 50 years, and for the next 50, we're challenging ourselves to help solve some of the world's biggest social and environmental problems through our products, our policies, and our partnerships. We make natural

products that really work – including toothpaste, deodorant, mouthwash, bar soap, body wash, dental floss, and toothbrushes – by combining naturally derived ingredients and scientific know-how. Most Tom's of Maine products are vegan, kosher, halal-certified and gluten-free. As a Certified B Corporation, we are held to the highest social and environmental standards, and we donate 10% of our profits to nonprofits addressing issues facing our health, our environment, and our kids. Visit us online at <https://www.tomsomaine.ca>.

### **About TerraCycle**

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 20 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 favourite 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](http://www.terracycle.com).

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