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CONTACT:
Sue Kauffman
TerraCycle
609.393.4252 x 3708
sue.kauffman@terracycle.ca

TOM'S OF MAINE® AND HELLO® TEAM UP TO EXPAND THE NATURAL CARE RECYCLING PROGRAM

Product leaders and innovators in naturals continue their efforts to recycle personal care packaging through expanded TerraCycle® partnership

TORONTO, ON, February 7, 2022 - Personal care recycling just got a whole lot more friendly.

Tom's of Maine and hello have teamed up through the Natural Care Recycling Program, in partnership with international recycling leader TerraCycle. The program offers a free and easy way to recycle Tom's of Maine and hello personal care products like mouthwash bottles and caps, toothbrushes, deodorant containers and caps, soap packaging, floss containers and toothpaste tubes and caps through a mail-back collection program.

"We're beyond fired-up to partner with Tom's and TerraCycle to help bring additional recycling options to more people," said Craig Dubitsky, friendly founder of hello. "As the old saying goes: if you want to go fast, go alone. If you want to go far, go together. We're excited to go the distance and to create a meaningful impact with these amazing partners."

"As the activist for everyday good, we're proud people have recycled over 1.5 million pieces of personal care packaging through this fantastic program. By adding hello to the mix, we think we can help achieve even more together, and we look forward to the partnership," adds Esi Seng, General Manager of Tom's of Maine.

To participate in the Natural Care Recycling Program, consumers are invited to sign up on the TerraCycle program page at <https://www.terracycle.com/en-CA/brigades/toms-of-maine-hello-en-ca>, and mail in any 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 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 and hello, 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.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 hello®

Say hello to a new kind of naturally friendly™ personal care that rocks thoughtfully sourced, effective ingredients and designs that'll make you smile. Hello products are made in North America with globally sourced ingredients, and are vegan, cruelty-free and free of dyes, artificial sweeteners/flavours, parabens, microbeads, and triclosan. Anything less would be unfriendly. Learn more + smile more at www.helloproducts.ca.

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.