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**PAULA’S CHOICE SKINCARE® PARTNERS WITH TERRACYCLE® TO OFFER A
SMART AND SAFE SOLUTION TO PLASTIC PACKAGING**

Paula’s Choice Skincare Expands Recycling Program with TerraCycle® to Canadian Consumers

TORONTO, ON, July 25, 2022 – Paula’s Choice Skincare®, a global personal care brand, has announced the launch of the Paula’s Choice Skincare Recycling Program in Canada in partnership with international recycling leader TerraCycle®. Additionally, for every shipment of Paula's Choice Skincare product packaging waste sent to TerraCycle, collectors earn points that can be used for charity gifts or converted to cash and donated to the non-profit, school or charitable organization of their choice.

“Sustainability at Paula’s Choice is an ongoing commitment to take care of our staff, our community and our planet. As part of that promise we’re excited to partner with TerraCycle to ensure we’re doing our part to reduce plastic waste,” said Tara Poseley, Paula’s Choice CEO.

Recycling isn't as straightforward as it seems, with many beauty products not being able to be recycled curbside. Through this innovative recycling program, consumers can now send in their Paula's Choice product packaging waste including empty packaging including shampoo bottles, conditioner bottles, pumps, spray bottles, triggers, and complex closures to be recycled for free. Participation is easy: sign up on the TerraCycle program page <https://www.terracycle.com/en-CA/brigades/paulas-choice-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.

“Through the recycling program, Paula’s Choice Skincare invites consumers to divert waste from landfills,” said TerraCycle CEO and Founder, Tom Szaky. “By participating, consumers are able to demonstrate their respect for the environment, not only through the products they choose to include in their skincare routines but also by taking an active role in how the packaging is disposed of.”

The Paula’s Choice Skincare Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling program, visit www.terracycle.com.

About Paula’s Choice

Paula's Choice Skincare was founded in 1995 by internationally renowned beauty and skincare expert, Paula Begoun, with a commitment to customer advocacy and education that remains a core element of its Smart, Safe skin care philosophy and product development. Paula and her team have developed state-of-the-art formulations based on reliable, published skincare research to create products customers can feel confident about buying and using. Products include skincare, body and hair care. All products are non-irritating, fragrance-free, never tested on animals and perform without false promises. For more information, visit: www.PaulasChoice.com.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating in 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 its partners to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its reuse platform Loop gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability 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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