



Press Release

September 14, 2022

Hair care packaging just became more sustainable, with launch of the Schwarzkopf® recycling programs in Canada

Schwarzkopf® partners with TerraCycle® to launch hair care packaging recycling programs

Toronto, ON.

Schwarzkopf®, a Henkel brand and global leader in hair care solutions, has expanded their partnership with international recycling leader TerraCycle® to make their retail hair care, colour and styling products recyclable throughout Canada.

The innovative Schwarzkopf® and TerraCycle partnership includes the following programs:

- **Schwarzkopf® Hair Colour Recycling Program:** Participants who would like to recycle their empty Schwarzkopf® hair colour jars, lids, bottles, closures, tubes, pumps, and caps made from plastics and flexible or rigid aluminum are invited to sign up on the program page <https://www.terracecycle.com/en-CA/brigades/schwarzkopf-hair-colour>. When ready to ship the packaging waste, simply download a free shipping label, package the empty hair coloring packaging in the box of your choice and send it to TerraCycle for recycling.
- **got2b® Hair Styling Recycling Program:** Participants interested in recycling empty Schwarzkopf® got2b® hair care jars, lids, bottles, closures, tubes, pumps, and caps made from plastics and flexible or rigid aluminum are invited to sign up on the program page <https://www.terracecycle.com/en-CA/brigades/got2b-hair-styling>. When ready to ship the packaging waste, simply download a free shipping label, package the empty hair products and packaging in the box of your choice and send it to TerraCycle for recycling.

“Hair care products are a must-have in the daily routines of countless consumers,” said TerraCycle CEO and Founder, Tom Szaky. “By participating in the Schwarzkopf® Hair Colour and got2b® Hair Styling Recycling Programs, consumers can divert empty hair care and colouring packaging from landfills, while also helping to pave the way for a more beautiful world.”

The Schwarzkopf® Hair Colour and got2b® Hair Styling Recycling Programs are open to any interested individual, school, office, or community organization. For every shipment of waste sent to TerraCycle through either of the recycling programs, collectors earn points that can be redeemed for a donation value to a non-profit, school or charitable organization of their choice. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products.

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

About Henkel in North America

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6 billion US dollars (5 billion euros) in 2021, North America accounts for 25 percent of the company's global sales. Henkel employs over 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com, and on Twitter [@Henkel_NA](https://twitter.com/Henkel_NA).

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2021, Henkel reported sales of more than 20 billion euros and adjusted operating profit of about 2.7 billion euros. Henkel employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

About TerraCycle

TerraCycle is an international leader in innovative sustainability solutions, creating and operating first-of-their-kind platforms in recycling, recycled materials, and reuse. Across 21 countries, TerraCycle is on a mission to rethink waste and develop practical solutions for today's complex waste challenges. The company engages an expansive multi-stakeholder community across a wide range of accessible programs, from Fortune 500 companies to schools and individuals, and has raised over \$44 million for schools and nonprofits since its founding more than 15 years ago. To learn more about TerraCycle and join them on their journey to move the world from a linear economy to a circular one, please visit www.terracycle.com.

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