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**BAYLIS & HARDING**  
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**PRESS RELEASE**  
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**Baylis & Harding Reveals TerraCycle Partnership as  
Latest Stepping Stone in `Sustainable Luxury` Journey**

The luxury bath and body brand Baylis & Harding is proud to announce a new partnership with TerraCycle, global experts in recycling hard to recycle waste. The new initiative applies to all Baylis & Harding products, so now offering consumers a sustainable option for 100% of product packaging waste.

The new programme allows consumers to send their Baylis & Harding plastic pumps, caps and tubes, which can't be recycled via local council recycling systems, to TerraCycle. They then sort and recycle - materials that otherwise would be incinerated or sent to landfill. This moves waste from a linear system to a circular one, allowing it to keep cycling in the economy so it can be made into a new finished item for re-use and reducing the need for new virgin plastic.

Consumers can recycle their used Baylis & Harding plastic pumps, caps and tubes by visiting their nearest drop-off location, using the interactive map on the Baylis & Harding Recycling Programme page. Or alternatively by signing up themselves either as a private collector or setting up a publicly accessible drop-off point. Consumers who sign up to collect Baylis & Harding waste are rewarded for sending in their waste with points that can be redeemed as charitable donations to the school, charity or non-profit of their choice. Baylis & Harding has also designed an exclusive waste collection box for the packaging items which is delivered to each collector who signs up as a public access drop-off administrator.

Tania Slater, co-owner of Baylis & Harding comments: "As we move forward into a new era, we're evolving and listening to the needs of our loyal customers while considering the world around us. Launching this recycling programme with innovators TerraCycle offers a sustainable option to divert waste from landfill and help respect the environment. As a business, we are on a step by step journey, and will continue to nurture our luxury brands to be more sustainable with the future generations in mind."

The recent launch of the new Goodness range is a clear example of offering consumers a more 'natural and sustainable choice' - delivering plant-based formulas that not only contain organic extracts and are vegan, but also made with fully recycled and recyclable bottles. By working with TerraCycle, Baylis & Harding is proud to be helping to offset impacts to the environment and to respect and be kinder to our planet.

Laure Cucuron, General Manager of TerraCycle Europe commented: "There is currently no way to recycle some of the more complex materials contained in the Baylis and Harding range as they are not accepted by council systems. So TerraCycle is thrilled to partner with Baylis and Harding to offer a solution for their pumps, caps and tubes to make sure that their full range can be recycled."

Participants wishing to recycle their empty Baylis & Harding packaging can find their nearest participating public access drop-off location or sign up to the programme via the Terracycle website :-

<https://www.terracycle.com/en-GB/brigades/baylisandharding-uk>

**For more information please contact Diana Colbert or Lara Finch – [pressoffice@bayhar.com](mailto:pressoffice@bayhar.com)**

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#### **About TerraCycle**

Founded in 2001, TerraCycle ([www.terracycle.com](http://www.terracycle.com)) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over one hundred major brands in twenty-one countries across the globe to collect used packaging and products that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's National recycling programmes, which are free fundraisers that pay schools, charities and non-profits for every piece of waste they collect and return.

TerraCycle launched in the UK ([www.terracycle.co.uk](http://www.terracycle.co.uk)) in September 2009 (its first market in Europe) and today operates in 12 European markets (UK, ROI, France, Germany, Netherlands, Belgium, Spain, Switzerland, Austria, Norway, Sweden and Denmark). In the UK TerraCycle currently runs collection programmes for over 30 types of waste which can't be accepted by local council run recycling systems. For example, yoghurt pouches, L.O.L. Surprise! packaging and products, cracker and biscuit wrappers, crisp packets, nuts, popcorn and pretzel packets, confectionery wrappers, contact lenses, baby food pouches, Pringles cans, bread packaging, writing instruments, disposable gloves, pet food packaging, air, home and laundry care waste, hand soap pumps and refill pouches, plastic ring carriers (hi-cones), toothbrushes and toothpaste tubes, Aqua Optima water filters, personal care and beauty products / packaging, Tassimo & L'OR coffee pod / TDISC waste and Lavazza Eco Caps. Currently more than 5,318,616 individuals and organisations across the UK have signed up to collect, which to date has diverted over 129 million items of packaging waste from landfill while earning over £1,343,522 for schools, charities and non-profit organisations.