

MAYBELLINE  
NEW YORK



# What happens to your used makeup products?

## The TerraCycle journey

Once collected, your waste is cleaned, broken down, and separated by material type into categories like glass, metals, aluminium, rubber, and plastics.

### How do beauty products get recycled?

**Makeup pallets** are broken down and separated by material type. Plastics are cleaned and pelletised to be turned into new products, and metals are smelted into metal sheeting, ingots, or bar stock.

**Mascara tubes and wands** are shredded, melted, and then reformatted into plastic pellets.

**Glass foundation bottles** are separated from plastics and metals, and sent to a glass processor to be size-reduced through different glass crushers. Crushed glass is pulverised and can be used to create new glass bottles (if clear) or in various construction applications (if coloured).

**Plastic tubes** are shredded or ground, and then melted to become a usable raw material.

**Metals in pumps** are removed through magnets, then shredded, baled and smelted. They are then used to manufacture new products such as springs, screws, and bolts.

### The end result

Once processed into raw formats, this recycled material can be sold to manufacturers that use it to create new products. This can include...

- Outdoor furniture
- Shipping pallets
- Recycling bins
- Watering cans
- Nuts and bolts

And much more!



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[terracycle.com/en-NZ](https://www.terracycle.com/en-NZ)