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BETTER NATURED™ AND TERRACYCLE® PARTNER TO LAUNCH NATIONAL RECYCLING PROGRAM

Consumers Can Now Recycle Better Natured™ Hair Care Product Packaging Through TerraCycle® Nationwide

TRENTON, N.J., June 3, 2020 – Better Natured™, a Henkel professional-level hair care and styling line created with a synergistic blend of naturally-derived* ingredients, has partnered with international recycling leader TerraCycle® to make the packaging for their line of hair care products nationally recyclable across the United States. As an added incentive, for every shipment of Better Natured packaging waste sent to TerraCycle, collectors earn points that can be donated to a non-profit, school or charitable organization of their choice.

“We are so excited to be partnering with TerraCycle to give our community of hair creators a way to close the loop and divert packaging waste away from landfills, once they’ve squeezed every-last-drop out of their Better Natured hair care products. We believe a cleaner world starts with all of us, and by partnering with TerraCycle we’re empowering our community to help do their part to recycle materials that can’t be easily recycled curbside,” said Better Natured Senior Marketing Manager, Christie Belfiore.

Through the Better Natured Recycling Program, consumers can now send in their Better Natured hair care packaging waste to be recycled for free. Participation is easy: sign up on the TerraCycle program page at www.terracecycle.com/better-natured and mail in the empty hair care packaging using the provided prepaid shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products.

“Hair care products are a staple in the daily routines of countless consumers,” said TerraCycle CEO and Founder, Tom Szaky. “The launch of the Better Natured Recycling Program represents an exciting opportunity to divert a large category of waste from landfills and empower consumers to demonstrate their respect for the environment, not only through the products they choose to include in their beauty regimen, but also by taking an active role in how the packaging is disposed.”

Better Natured strives to make the world a better, more beautiful place by partnering with notable environmental leaders like Keep America Beautiful. Through their sponsorship of the Great American Cleanup initiative and the creation of local community murals, Better Natured is doing their part to help communities become clean, green and beautiful places to live in. The brand is also working closely with the How2Recycle organization to help standardize labeling to clearly communicate recycling instructions to the public to make sure their packaging is recycled appropriately. Through the launch of the Better Natured Recycling Program, in association with TerraCycle, the spent packaging from the Better Natured line of hair care products will be diverted from the

landfill and properly recycled. Ultimately, by 2025 Better Natured is committed to making 100% of their packaging recyclable, reusable or compostable.

The Better Natured Recycling Program is open to any interested individual, school, office, or community organization, and builds on Henkel's existing relationship with TerraCycle. For more information on TerraCycle's recycling programs, visit www.terracycle.com.

*Global ISO Standard 16128 defines naturally-derived as a plant or mineral derived material and water which is found in nature and has undergone limited processing. In the Better Natured Haircare & Styling line, the percent naturally-derived ranges from 86% - 99%.

** Purely Science refers to the clean synthetic ingredients necessary to ensure the efficacy and stability of the formula.

About Better Natured

Better Natured gives YOU the power to experiment with professional-level hair care that delivers clean formulas and salon-gorgeous results. We do it by choosing a synergistic blend of naturally-derived* ingredients plus purely-science** synthetics that work together to deliver high-performance, salon-gorgeous results because we know that there's no point in "natural" if it leaves your locks looking blah. (Hey, we're just being honest. It's kind of our thing.). To learn more, visit www.BetterNatured.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, Right Guard® antiperspirants, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2019, North America accounts for 26 percent of the company's global sales. Henkel employs approximately 9,000 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 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.com.

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