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**ACURE® LAUNCHES NEW WAY TO RECYCLE AND SHINE YOUR BRIGHTEST**  
*Consumers Can Now Recycle ACURE® Skin Care and Personal Care Packaging Nationwide Through TerraCycle®*

**TRENTON, N.J., APRIL 15, 2020** – ACURE®, a leader in skin and hair wellness, has partnered with international recycling leader TerraCycle® to make the packaging for their line of skin care and personal care products nationally recyclable in the United States. As an added incentive, for every shipment of ACURE® waste sent to TerraCycle, collectors earn points that can be donated to a non-profit, school or charitable organization of their choice.

Through the ACURE® Recycling Program, consumers can now send in ACURE® skin care and personal care packaging to be recycled for free. Participation is easy: sign up on the TerraCycle program page <https://www.terracycle.com/en-US/brigades/acure> and mail in the packaging waste 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.

“ACURE is giving their customers the unique opportunity to divert waste from landfills by offering them a way to responsibly dispose of their skincare packaging,” said TerraCycle CEO and Founder, Tom Szaky. “In turn, by participating in the ACURE® Recycling Program, consumers can demonstrate their respect for the environment not only through the products that they choose to include in their beauty regimen, but also by how the packaging is disposed of.”

The ACURE® Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling programs, visit [www.terracycle.com](http://www.terracycle.com).

**About ACURE®**

ACURE® is a family owned and operated company founded on sustainable principles and accessible price points to steer people away from toxic chemicals, proving that you don't have to sacrifice your health for beautiful skin and hair. Each of our products is gluten free and free from animal testing, parabens, sulfates, phthalates, synthetic fragrances, harmful preservatives and artificial colors. Our plant + food based formulas are clinically driven to provide optimal performance at a cellular level. Because it's not enough to be natural, it also has to work. Available at retailers nationwide and at [acure.com](http://acure.com).

**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](http://www.terracycle.com).

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