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**PAULA'S CHOICE SKINCARE AND TERRACYCLE® PARTNER TO
LAUNCH NATIONAL RECYCLING PROGRAM**

TRENTON, NJ, September 9, 2019 – Paula's Choice Skincare, a global personal care brand, in partnership with international recycling leader TerraCycle®, today announced the launch of the Paula's Choice Skincare Recycling Program.

Through this innovative recycling program, consumers can now send in their Paula's Choice product packaging waste to be recycled for free. Participation is easy: sign up on the TerraCycle program page <https://www.terracycle.com/en-US/brigades/paulas-choice> and mail in the packaging 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. Additionally, for every shipment of Paula's Choice Skincare product packaging waste sent to TerraCycle, collectors earn points that can be used for charity gifts or converted to cash and donated to the non-profit, school or charitable organization of their choice.

“Sustainability at Paula's Choice is an ongoing commitment to take care of our staff, our community and our planet. As part of that promise we're excited to partner with TerraCycle to ensure we're doing our part to reduce plastic waste,” said Tara Poseley, CEO.

“Paula's Choice Skincare is giving their customers the unique opportunity to divert waste from landfills,” said TerraCycle CEO and Founder, Tom Szaky. “By participating in this recycling program consumers are able 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.”

The Paula's Choice Skincare Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle's recycling program, visit www.terracycle.com.

About Paula's Choice

Paula's Choice Skincare was founded in 1995 by internationally renowned beauty and skincare expert, Paula Begoun, with a commitment to customer advocacy and education that remains a core element of its Smart, Safe skin care philosophy and product development. Paula and her team have developed state-of-the-art formulations based on reliable, published skincare research to create products customers can feel confident about buying and using. Products include skincare, body and hair care. All products are non-irritating, fragrance-free, never tested on animals and perform without false promises. For more information, visit: www.PaulasChoice.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, cities, and facilities 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. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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