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CONTACT:

Sue Kauffman

TerraCycle

609.393.4252 x3708

sue.kauffman@terracycle.com

BRUSH UP YOUR TEETH AND YOUR RECYCLING HABITS THROUGH THE TOM'S OF MAINE "BRUSH UP & RECYCLE" CONTEST

TerraCycle® and Tom's of Maine to Award Winning School with 50,000 TerraCycle Points

TRENTON, NJ, August 5, 2019 – Tom's of Maine, a leader in natural personal care products, has partnered with recycling leader TerraCycle to announce the Brush Up & Recycle Contest.

From August 1 through October 31 schools are invited to mail-in empty packaging from Tom's of Maine Natural Care recycling program to TerraCycle for a chance to win a grand prize of 50,000 TerraCycle bonus points that are redeemable for cash payment to an organization or school of their choice. Additionally, five schools that participate in the contest will be randomly selected to win 10,000 TerraCycle points, respectively.

The packaging from following Tom's of Maine products are eligible for recycling:

- Tom's of Maine Mouthwash bottles and caps
- Tom's of Maine Naturally Clean and Whole Care toothbrushes for adults, children and toddlers
- Tom's of Maine Antiplaque floss containers
- Tom's of Maine toothpaste tubes and caps
- Tom's of Maine deodorant containers and caps
- Tom's of Maine bar soap packaging

"The benefits of this program are two-fold," said Tom Szaky, TerraCycle Founder and CEO. "Tom's of Maine is offering consumers a powerful, sustainable option to divert waste from landfills, and have chosen to take their commitment to their customers a step further by offering a donation that will create a lasting impact for a deserving school."

The Tom's of Maine Natural Care Recycling Program is an ongoing activity that is open to any individual, family, school or community group. To learn more about the program, and participate in the Brush Up & Recycle Contest please visit <https://www.terracycle.com/en-US/brigades/tom-s-of-maine-natural-care-brigade>

A full set of rules for the 2019 "Brush Up & Recycle Contest" can be viewed [here](#).

About Tom's of Maine

Tom's of Maine has been making safe, effective natural personal care products for 49 years. It all began when Tom and Kate Chappell moved to Maine in 1968 looking for a healthier, simpler life for their growing family. And when they couldn't find personal care products that were free from artificial flavors, fragrances, sweeteners, colors and preservatives, they decided to make their own. Tom's of Maine products – including toothpaste, deodorant, mouthwash, antiperspirant, bar soap, body wash, dental floss, and toothbrushes – are made from naturally sourced and naturally derived ingredients and never tested on animals. A Certified B Corporation, Tom's of Maine is committed to upholding a purpose-driven business and has a long-standing commitment to supporting nature and healthy families. Tom's of Maine has supported hundreds of nonprofits by giving back 10%

of its profits, and employees are encouraged to use 5% of their paid time (12 days) volunteering for causes they are passionate about. Most Tom's of Maine products are vegan, kosher, halal-certified and gluten-free. All packaging is recyclable through a partnership with upcycling leader TerraCycle or participating municipalities. Visit us online at <http://www.tomsofmaine.com/> or at <http://www.facebook.com/TomsofMaine>.

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.