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HERBAL ESSENCES LAUNCHES NATIONAL RECYCLING PROGRAM
Consumers Can Now Recycle Hair Care Packaging Through TerraCycle®

TRENTON, N.J., May 20, 2019 – P&G-owned hair care brand Herbal Essences has partnered with international recycling company TerraCycle® to make the packaging for their line of hair care products nationally recyclable. As an added incentive, for every pound of hair care packaging waste sent to TerraCycle through the Herbal Essences Recycling Program, collectors can earn \$1 to donate to a non-profit, school or charitable organization of their choice.

“Herbal Essences Recycling Program with TerraCycle is one way to help encourage recycling plastic bottles, especially from the bathroom”, says Lynn Hicks, Herbal Essences, North America Brand Manager. “We want to be sure all our hair care bottles have a way to be recycled and keep plastic out of our landfills and oceans.”

Through the Herbal Essences Recycling Program, consumers can now send in the following Herbal Essences hair care packaging items to be recycled for free:

- Empty shampoo and conditioner bottles and caps
- Hair treatment and color packets
- Flexible plastic tubes and closures
- Non-Aerosol air mist bottles and pumps

Participation in the program is easy, simply sign up on the TerraCycle program page <https://www.terraCycle.com/en-US/brigades/herbalessences> 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.

“Through the free recycling program, Herbal Essences is offering consumers a powerful, sustainable option to divert waste from landfills,” said TerraCycle CEO and Founder, Tom Szaky. “By collecting and recycling difficult-to-recycle items, consumers are given the opportunity to think twice about what is recyclable and what truly is garbage.”

The Herbal Essences 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.

Earlier in 2019, TerraCycle and Herbal Essences announced the creation of recyclable shampoo and conditioner bottles made of 25 percent beach plastic to be used for a limited time in the bio:renew

Collection. By joining forces, both companies hope to make a difference in driving awareness of ocean plastic, positively impact change and encourage consumers to make better choices when the products they use reach their end of use cycle.

About Herbal Essences

Herbal Essences believes in real botanicals, intoxicating fragrances and indulgent experiences that unleash the positive power of nature. Our bio:renew formulas are botanist approved, with real botanicals endorsed by the Royal Botanic Gardens, Kew. And Herbal hair? Herbal hair is hair that is healthy and free - just like those that choose it. Herbal Essences is PETA cruelty-free and fascinated by our planet's biodiversity.

To learn more about Herbal Essences visit www.herbalessences.com, or follow us on Facebook: facebook.com/HerbalEssences, Twitter: twitter.com/HerbalEssences and Instagram: [@herbalessences](https://www.instagram.com/herbalessences).

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

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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