

CONTACT:
Sue Kauffman
TerraCycle
(609) 393-4252 x3708
sue.kauffman@terracycle.com

Stephanie Fray
CONUNDRUM
(310) 721-1403 – United States
33 (0)6 31 98 69 19 – France
stephanie@conundrummarketing.com

“SKIN FOOD” THAT’S GOOD FOR YOUR BODY, AND THE ENVIRONMENT

*Weleda Launches Skin Food Line of Products in the U.S.
& Makes Packaging Recyclable through TerraCycle*

TRENTON, NJ (April 2, 2019) – Weleda, the European personal care and beauty brand, has partnered with international recycling leader TerraCycle® to offer consumers an easy way to recycle packaging waste from their entire Skin Food line of products, including the newly-released Skin Food Light Nourishing Cream, Skin Food Body Butter and Skin Food Lip Butter.

“Preserving the balance between what we take from nature with what we give back is our core value,” says Rob Keen, CEO of Weleda North America. “This respect for nature is in our DNA and it guides everything we do - from our innovative biodynamic farming practices that actually pull carbon out of the atmosphere, to our manufacturing facilities in France, Germany and Switzerland that use energy from 100% renewable sources. We also employ thoughtful ingredient sourcing and ethical partnerships that protect the life energy and potency of our products. Now we are teaming up with TerraCycle to ensure that our recently launched Skin Food packaging has every opportunity to be recycled.”

Through the Weleda Recycling Program, consumers can now send in their empty packaging from the entire Skin Food line of products to be recycled for free. Participation is easy: sign up on the TerraCycle program page <https://www.terracycle.com/en-US/brigades/weleda> 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. Additionally, collectors can earn \$1 per pound of waste sent to TerraCycle to donate to a non-profit, school or charitable organization of their choice.

“We are pleased to be working with Weleda to offer consumers free recycling program to complement their new Skin Food line of products,” said TerraCycle CEO and Founder, Tom Szaky. “By participating in the Weleda Recycling Program, consumers have a unique opportunity to demonstrate their respect for the environment by diverting their packaging waste from landfills, as well as through the products that they choose to include in their beauty regimen.”

Among Weleda’s many different sustainability efforts, packaging improvements are a continual focus area for the brand. In fact, through their efforts, four tons of material were saved in 2017 by optimizing the weight of the screw caps used for Weleda’s aluminum tubes. Weleda looks to increase the amount of recycled material used in its packaging, with some newer launches using up to 70% recycled plastic for packaging material.

For more information on the Weleda Recycling Program, please visit <https://www.terracycle.com/en-US/brigades/weleda>.

About WELEDA

Since 1921, Weleda has been connecting people to nature through plant-rich, [NATRUE](#) certified natural body and skin care. The company's 50 acres of Biodynamic® gardens in Germany— The Weleda Biodynamic Gardens in Schwabisch Gmund, Germany – are one of the largest in Europe. These farming principles are in Weleda's roots and continue to inspire its high-quality products today.

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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