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**LOCAL ECO AND ETHICALLY-MINDED SOAP COMPANY WORKS TO KEEP  
ENVIRONMENT CLEAN WITH NEW RECYCLING SOLUTION**

**PHILADELPHIA, PA** (January 14, 2020) – Hand in Hand, a sustainable and ethnically-minded soap company that donates a bar of soap for each one sold, has announced a new recycling program in partnership with international recycling leader TerraCycle®.

Hand in Hand, a South Philadelphia-based brand guided by the principles of sanitation, sustainability and philanthropy, has donated nearly 3 million bars of soap to Haitian and Cambodian children threatened by water-related illnesses. Through partnerships with non-profits in both countries and by creating products that are palm oil-free, cruelty-free, paraben-free and petrochemical-free as well as vegan, Hand in Hand prides itself on environmental and ethical responsibility.

The brand's new recycling partnership with TerraCycle comes in addition to existing sustainability initiatives, like Hand in Hand's collaboration with Eco-Soap Bank, which diverts leftover hotel soaps from landfills and donates them to schools, hospitals and villages. By recycling their leftover flexible plastic tubes with TerraCycle, Hand in Hand is diverting additional waste from landfills while adding to their sustainability repertoire. The collected plastic waste will be recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

"Hand in Hand is always looking for ways to sustainably improve our packaging while still remaining economical for our active customers," said Holly La Porte, Director of Brand Development. "With our products, we pride ourselves in supply chain transparency, sourcing our ingredients without palm oil or any palm derivatives. We're thrilled to partner with TerraCycle as a next step in our path to long term packaging sustainability."

TerraCycle specializes in collecting and re-purposing hard-to-recycle waste through a variety of platforms, including large-scale recycling, which helps manufacturing facilities like Hand in Hand's recycle large volumes of waste.

“Partnering with socially-aware and environmentally-conscious businesses like Hand in Hand dovetail well with TerraCycle’s philosophy of minimizing the impact of humans while maximizing our ability to do-good,” said Tom Szaky, TerraCycle CEO.

For more information about Hand in Hand, visit [handinhandsoap.com](http://handinhandsoap.com) or browse their products at Whole Foods locations nationwide or regionally at Wegmans, Fresh Thyme, Kroger, Target, and Ulta. More information about TerraCycle and their recycling programs can be found by visiting [www.TerraCycle.com](http://www.TerraCycle.com).

### **About Hand in Hand**

Hand in Hand is a personal care company that creates vegan, cruelty free and palm oil free products that give back. With every Hand in Hand purchase, one bar of soap and one month of clean water is donated to a child in need. Since 2011, approximately 3 million bars of soap have been donated to communities in Haiti and Cambodia. You can find Hand in Hand products nationwide at Whole Foods, and regionally at Wegmans, Fresh Thyme, Kroger, Target, and Ulta.

### **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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