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**LOCAL BEAUTY BOUTIQUE INTRODUCES NEW INITIATIVE TO MINIMIZE
COMMUNITY'S PLASTIC FOOTPRINT**

*Selenite Beauty Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from
TerraCycle®*

CHARLOTTE, NC (June 30, 2020) - Selenite Beauty, a Charlotte-based health and wellness boutique, has teamed up with TerraCycle to divert their hard-to-recycle waste from landfills and recycle it through TerraCycle's Zero Waste Box program.

With Zero Waste Boxes stationed at the entrance of the store near their cash wrap, Selenite Beauty offers customers a way to conveniently recycle hard-to-recycle waste streams. Selenite Beauty has opted for the Personal Care and Beauty Zero Waste Box, providing customers with a way to recycle their skincare, haircare, and cosmetic beauty products. Selenite Beauty has already collected unrecyclable products such as lip balm tubes, shampoo caps, eyeliner pencils, and more.

This conventionally unrecyclable waste would otherwise be landfilled, incinerated, or contribute to the pollution of marine habitats. Using TerraCycle, the collected waste can now be recycled into a variety of new products such as park benches, bike racks, shipping pallets, and recycling bins

Selenite Beauty provides thoughtfully curated health and wellness products that utilize transparent, natural ingredients. As part of its commitment to educating customers through their natural products, Selenite Beauty's partnership with TerraCycle is a testament to the company's focus on non-toxic lifestyles and their daily efforts to minimize its environmental impact.

"We believe in creating a safe space, for us, for you, and for everyone who is trying to build a non-toxic lifestyle. We believe that a few small, positive changes in our daily lives can lead to a better, healthier lifestyle. We believe in ingredient transparency. No more endocrine disruptors. No more carcinogens. Just clean, honest, natural products," says Tiffany M. Parrish, founder of Selenite Beauty. "Health not only involves what you put into your body; it also includes what you put on to it. We believe in caring for and protecting our environment. We only have one earth to call home, after all. We are all in this together. And most importantly, we believe in being kind to ourselves. And being kind to others."

TerraCycle, the world's leader in the collection and repurposing of complex waste streams, created the Zero Waste Box program to provide solutions for difficult-to-recycle waste that cannot be recycled through TerraCycle's brand-sponsored, national recycling programs or via standard municipal recycling.

More information regarding Selenite Beauty can be found by visiting their website, www.selenitebeauty.com. All collected materials from the Zero Waste Box program are sent to

TerraCycle for recycling, where they undergo a series of treatments before getting turned into new items. For more information on TerraCycle, please visit www.TerraCycle.com.

TerraCycle offers Zero Waste Boxes for nearly every category of waste. By purchasing Zero Waste Boxes, companies and consumers save trash from landfills and help reach TerraCycle's goal of creating a waste-free world.

About Selenite Beauty

Selenite Beauty provides a space to learn, shop, and seek new methods of health and healing without feeling overwhelmed. It's a place to curate positivity through small, simple steps. Most of all, it's a place to come together and grow. The boutique houses 30+ high-quality, carefully curated brands with products ranging from cosmetics and skincare to supplements and wellness accessories. Selenite Beauty encourages its customers to seek their natural beauty from the inside out.

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 also sells Zero Waste Boxes that are purchased by end users to recycle items in offices, homes, factories and public facilities. 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.