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LOCAL ECO-FRIENDLY SALON LEADS THE WAY IN NATIONAL RECYCLING EFFORT

Copper River Salon and Spa Helps TerraCycle® and Garnier® Collect 72,672 Pieces of Waste

PRINCETON, New Jersey (June 29, 2020) - Copper River Salon and Spa is helping the planet and the local community by reducing waste and keeping otherwise non-recyclable personal care and beauty products and packaging from being thrown away and sent to landfills

Since 2012, the salon has collected 3,647 pounds of skin care, hair care, and cosmetic packaging through the Personal Care and Beauty Recycling Program in partnership with Garnier. The salon joined the recycling program to unite their passion for creative style and self care with the importance of caring for the environment and appreciating nature's beauty.

“Beauty is more than skin deep. Beauty comes from self care, care for your community, and care for the world around you,” says Weigand. “Copper River Salon and Spa looks to emulate beauty in all forms, including doing our part to make beauty sustainable.”

By stationing collection points near the reception area inside the salon and outside at the front entrance of the salon, Copper River Salon and Spa makes it convenient and accessible for clients and community members to drop off their products and packaging for recycling at any time. They also educate and inform their clients on what items can be collected through the program.

The waste collected through the Personal Care and Beauty Recycling Program would have otherwise been landfilled, incinerated, or may have even contributed to the pollution of marine habitats. The collected packaging will now be recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

“The opportunity to recycle through the Personal Care and Beauty Recycling Program allows us to impact our community by providing valuable information on how to properly recycle materials that otherwise would negatively impact our environment and a reliable way to collect these items,” says Barbara Weigand, owner and master stylist at Copper River Salon and Spa. “By doing so, our community can make environmentally friendly choices to preserve nature's beauty.”

In addition to their program with TerraCycle, Copper River Salon and Spa is a member of the National Association of Eco-Friendly Salon & Spas Organization and the New Jersey Sustainable Business Registry.

More information regarding Copper River Salon and Spa can be found by visiting their website, copperriversalonandspa.com/. All collected materials from the Personal Care and Beauty Recycling 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.

About Copper River Salon and Spa

At Copper River, we are committed to energy conservation, recycling, reusable items, and reduction of waste. When possible, we make earth-friendly choices that promote ecological harmony and foster sustainability.

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.