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**ADDRESSING THE UGLY SIDE OF THE BEAUTY INDUSTRY: NATURAL BEAUTY
COMPANY INTRODUCES NEW INITIATIVE TO COMBAT PLASTIC POLLUTION**

*Gabriel Cosmetics Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from
TerraCycle®*

REDMOND, Washington. (May 19, 2020) - The beauty industry has a plastic packaging problem. Zero Waste Week reports the global industry creates 120 billion units of packaging every year, most of which isn't conventionally recyclable. Gabriel Cosmetics, a natural makeup and skincare company, has teamed up with TerraCycle to combat plastic pollution in the beauty industry by recycling their products and packaging waste through the Zero Waste Box program.

Gabriel Cosmetics offers an in-house recycling program for customers to send in and return their beauty "empties." With the Beauty Products and Packaging Zero Waste Box, the Gabriel Cosmetics team can conveniently recycle all product components recovered through the customer recycle program. There are boxes placed in the company's main office lobby, in their brick and mortar store, the Gabriel Natural Beauty Lounge and in their product warehouse, where orders and returns are packaged and processed.

Like most plastic packaging, the collected beauty product and packaging waste would have otherwise been landfilled, incinerated, or may have even contributed to the pollution of marine habitats. The waste will now be recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

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.

Gabriel Cosmetics' participation in the Zero Waste Box program reinforces their company commitment to sustainable natural beauty and earth-conscious practices that keep the ocean blue, the planet green, and the animals safe.

"My love for the ocean has always had an impact on how we manage waste at the office and in our warehouse," says Gabriel De Santino, founder and CEO of Gabriel Cosmetics, Inc. "We have always recycled and composted, donated our mascara brushes to animal rescues, and made it easy and rewarding for our customers to send us their empty product containers to be recycled. But it was never enough. Our garbage was fuller than I liked, so I was ecstatic when the team presented me with TerraCycle's Zero Waste Box system and I love knowing that our empties will be used in the creation of new products rather than bringing more harm to our planet."

More information regarding Gabriel Cosmetics can be found by visiting their website, www.gabrielcosmeticsinc.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 Gabriel Cosmetics

Founded by Gabriel De Santino in 1992, Gabriel Cosmetics, Inc. originated as a botanical skincare company and has grown into a global natural beauty empire that includes their hallmark Gabriel brand alongside Zuzu Luxe and Clean Kids Naturally. Drawing on De Santino's personal influences and childhood experiences of homeopathic skincare and cosmetics practices, the Gabriel brand infuses naturally sourced ingredients from both land and sea, brings innovative natural solutions, and offers gorgeous color palettes as the defining elements of the brand's makeup and skincare lines.

As a national leader in the natural, vegan, gluten-free and cruelty-free cosmetics industry, Gabriel's prestige and diverse portfolio was created out of one man's vision of clearly defining natural beauty and has evolved into a philosophy of sustainable, Mistake-Proof Beauty that advocates healthy living, is accessible to all, and is created to bring out a woman's natural existing beauty.

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.

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