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**ADDRESSING THE UGLY SIDE OF THE BEAUTY INDUSTRY: BEAUTY INFLUENCER
TAKES ACTION TO INSPIRE FOLLOWERS TO COMBAT PLASTIC POLLUTION**

Kackie Reviews Beauty Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®

AUSTIN, Texas. (April 7, 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. Beauty influencer Kackie Carmody of *Kackie Reviews Beauty* has teamed up with TerraCycle to combat the beauty industry's massive output of plastic products and packaging waste through the Zero Waste Box program.

After purging her beauty collection of products she no longer uses or needs, Carmody was struck by the resulting pile of products destined for the trash. She considered her responsibility as an influencer to educate and inform her audience on ways to recycle beauty products and divert waste from landfills.

"I think as someone who is constantly testing makeup, I'm saving people from buying and wasting things they wouldn't have liked, but I still think I could do better to set an example for what a healthy life cycle of a product should be," says Carmody.

The beauty influencer highlights her plans to utilize the Beauty Products and Packaging Zero Waste Box in her ["Full Face of Zero Waste Makeup" video](#). Carmody plans to continue chronicling her experience using the box as an everyday beauty consumer in future videos.

Like most plastic packaging, beauty product waste collected through the Zero Waste Box program would otherwise be landfilled, incinerated, or even contribute to the pollution of marine habitats. The collected waste will now be sorted, shredded and recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

Carmody recognizes an urgent need to shift the narrative in the beauty industry towards conscious consumption.

"I think it's within our power as consumers to vote with our dollars for more consciousness in manufacturing and product development, but the industry has a long way to go," says Carmody. "It starts with thinking differently and reducing our footprint immediately."

More information regarding Kackie Reviews Beauty can be found by visiting Kackie's YouTube channel, <https://www.youtube.com/user/heykackie/>. 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 Kackie Reviews Beauty

Kackie Reviews Beauty is a destination for mindfulness in beauty. It's a resource for practical beauty tips, honest product reviews and recommendations for building a life of fewer, better things. The channel focuses on cruelty-free beauty, self-love and personal growth.

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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