

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Shaye DiPasquale

TerraCycle

908.415.3424

[shaye.dipasquale@terracycle.com](mailto:shaye.dipasquale@terracycle.com)

**ADDRESSING THE UGLY SIDE OF THE BEAUTY INDUSTRY: LOCAL SMALL BUSINESS INTRODUCES NEW INITIATIVE TO COMBAT PLASTIC POLLUTION**

*Salacia Salts Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®*

**SAVANNAH, Georgia. (January 21, 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. Salacia Salts, a high quality collection of skin care and home fragrance products made with natural ingredients, 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.

"We care deeply about this beautiful planet that we get to call home," says Salacia Salts CEO, Cari Clark Phelps. "We want to do what we can to restore our land."

By placing the Beauty Products & Packaging Zero Waste Box inside their studio, Salacia Salts helps customers and Chatham County community members conveniently recycle their beauty empties and reduce their environmental impact. The zero-waste initiative aligns with the brand's focus on sustainability and the conservation of Earth's natural resources.

Salacia Salts uses post-consumer recycled packaging whenever possible with the goal of eliminating plastic from the product line. The first product developed for the company was a salt soak packaged in a reclaimed, "upcycled" wine bottle.

Like most plastic packaging, this conventionally unrecyclable beauty waste would have otherwise been landfilled, incinerated, or may have even contributed to the pollution of marine habitats. The collected beauty and skin care packaging will now be sorted, shredded and 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. Salacia Salts hopes to become a well-known spot for locals to recycle empty beauty products in an appropriate manner.

“The foundation of the company was built on my love and passion for sustainability,” says Phelps. “By recycling products appropriately, we are helping to alleviate waste in our water systems which leads to an overall happy and healthier lifestyle.”

More information regarding Salacia Salts can be found by visiting their website, <https://salaciasalts.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](http://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 Salacia Salts**

Founded in 2012 with a commitment to environmental conservation, natural beauty and holistic health, Salacia Salts creates top-quality bath and beauty products using environmentally responsible ingredients and packaging. All items are made in Savannah and inspired by native Southern botanicals, the spirit of the ocean and chic coastal style. Salacia Salts is available in discriminating retail locations nationwide.

### **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](http://www.TerraCycle.com).

###