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

YouFromMe Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®

Bloomfield, New Jersey. (January 6, 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. YouFromMe, an upcycled beauty products e-commerce store, has teamed up with TerraCycle to combat the industry's massive output of plastic products and packaging waste through the Zero Waste Box program.

YouFromMe helps consumers upcycle their beauty collections by reselling new and gently used beauty products including skin care products, sunscreen, perfumes, colognes and hair care products. Using a 4-step sanitation process, gently used beauty products are inspected, cleaned and repackaged to ensure they are good as new for resale. To continuously reduce their environmental impact, YouFromMe participates in the Beauty Products & Packaging Zero Waste Box program to help customers recycle their beauty empties. The zero-waste initiative aligns with the brand's focus on upcycling and recycling beauty products.

Like most plastic packaging, this conventionally unrecyclable 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. YouFromMe decided to use a box that makes it easy for customers to recycle whenever they purchase products from the site or simply want to dispose of empty beauty products properly.

In addition to employing the Zero Waste Box program, YouFromMe offers an incentive program that helps make the entire recycling process easy. All products purchased from YouFromMe will come with a recycling bag with a prepaid return shipping label inside. Once a customer has used up 5 or more products, the empties can be shipped directly back to YouFromMe at no cost. For every bag recycled with YouFromMe, customers receive 10% off any full size products on the website.

"Our goal is to keep products in use as long as possible before restoring them at the end of their lives," says YouFromMe founder, Chelsea Rowen. "YouFromMe is committed to making small steps in minimizing our environmental impact and achieving the reduction of waste within the beauty industry."

More information regarding YouFromMe can be found by visiting their website, www.youfromme.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 YouFromMe

At YouFromMe, you can shop, sell, donate, and recycle all new and upcycled beauty products while reducing your carbon footprint.

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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