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

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

Laguna Beach, California. (January 6th, 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. ROOTS Beauty, a non-toxic cosmetic shop & organic salon 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.

ROOTS Beauty specializes in clean, natural and organic skincare and cosmetics. The company is committed to helping their clientele reduce waste and cultivate wellness through clean beauty and nontoxic living. By placing the Beauty Products & Packaging Zero Waste Box at the entrance to the shop, ROOTS Beauty helps customers and Orange County community members conveniently recycle their beauty empties and reduce their environmental impact. The zero-waste initiative aligns with the brand's focus on offering customers "support from purchase to purge."

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. ROOTS Beauty decided to use a box that makes it easy for customers to return and recycle empty beauty products purchased from the shop.

Founder of ROOTS Beauty, Laura Linsenmayer believes the partnership with TerraCycle is a great way for her company and her community to be kinder to the earth.

"When the chaos of the world gets to be too much...I gently remind myself to stay present, remain focused on being a healthy human, continue to be of service to my community & to treat our magical planet with respect!" says Linsenmayer.

More information regarding ROOTS Beauty can be found by visiting their website, www.ROOTSbeauty.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 ROOTS Beauty

ROOTS the Beauty Underground specializes in clean, natural, non-toxic products & organic hair color. At ROOTS we are encouraging self-love through clean cosmetics.

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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