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TERRACYCLE HELPS LOCAL MAKEUP SUPPLY COMPANY MINIMIZE PLASTIC FOOTPRINT

Alcone Company, a long-standing professional makeup specialty store, embraces modern solution to plastic waste with TerraCycle's Zero Waste Boxes

New York, New York (June 24, 2019) – Alcone Company, a New York City-based brand that has been supplying the professional industry with makeup, tools and the hard-to-find special effects materials for over 65 years, recently established a program that allows employees and customers to recycle their beauty and personal care packaging with their on-site Zero Waste Boxes from TerraCycle.

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

By placing the Zero Waste Boxes right inside their retail store on West 49th Street in Manhattan, Alcone makes it easy and convenient to divert waste from landfills while simultaneously instilling sentiments of sustainability in customers and their families.

“Most makeup artists prefer to de-pot their beauty products into palettes to customize their kits to reflect their own artistic style and organization methods. Because we know this, we also know that the compacts, jars, lipstick tubes, etc., are often thrown in the trash”, says Maria Stewart, CEO of Alcone Company. “With the high number of makeup artists in New York City, how could we not try to lessen this impact when we are part of the industry that produces the product? It’s the right thing to do.”

By understanding that many people forgo sustainability for sheer convenience, Alcone uses TerraCycle’s Zero Waste Boxes to bridge the gap between the individual’s personal well-being and that of the planet.

You can get more information on Alcone Company’s history, values, and products by visiting their website, <https://alconemakeup.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 products. For more information on TerraCycle, please visit www.TerraCycle.com.

TerraCycle offers Zero Waste Boxes for almost every category of waste. By purchasing Zero Waste Boxes, consumers save trash from landfills and help reach TerraCycle’s goal of creating a waste-free world.

About Alcone Company

For over 65 years, Alcone Company has been supplying the professional industry with makeup, tools and the hard-to-find materials used to create award-winning special effects. Their store on 49th Street is located in the heart of the Broadway District in New York City. It offers an exceptional selection of brands and products and is staffed with a team of industry pros that provide customers with expert advice

and real makeup solutions which has made it a destination stop for beauty enthusiasts from around the world.

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, cities, and facilities 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. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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