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**LOCALLY-OWNED BODY CARE COMPANY ACHIEVES SUSTAINABILITY GOALS  
WITH HELP FROM TERRACYCLE RECYCLING SOLUTION**

*Aspire Colorado, a Personal Care Product Company with the Goal of Being Waste-Free, Reinforces  
Commitment to Environment with Help of Zero Waste Boxes*

**DENVER, Colorado (June 4, 2019)** – Aspire Colorado is an environmentally-conscious company that provides personal care and household products with the goal of preserving and improving the health of not only its customers, but also that of the environment-at-large. Along with offering only toxin-free, biodegradable products and embracing the use of refillable containers, the brand now diverts a considerable amount of plastic packaging from landfills, incinerators, or even our shared waterways.

By placing the Zero Waste Boxes right by their front door, the company makes it easy and convenient for employees, friends and neighbors to recycle garbage that is otherwise unrecyclable in the Denver area. By recycling common types of plastic packaging, like chip bags or candy bar wrappers, the brand is not only diverting waste from landfills but is also instilling sentiments of sustainability in others.

"It's my mission to encourage and enable others to live an ethical and eco-friendly lifestyle," says Julie Smith, co-owner of Aspire Colorado. "The TerraCycle boxes in our office in Golden are a vital resource in our journey as we strive to be as sustainable as possible."

By understanding that many consumers forgo sustainability for sheer convenience, Aspire Colorado uses TerraCycle's Zero Waste Boxes to bridge the gap between an individual's personal well-being and that of the planet. Aspire Colorado makes personal care products like liquid soap, lotion bars, deodorant, toothpowder, and lip balm in containers that are refillable. By switching to refills on these everyday products, a significant portion of single-use plastic is eliminated. These products are sold online and in many local retail shops.

Customers can get more information on Aspire Colorado's business, values, and upcoming events by visiting their website, <https://www.aspirecolo.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 like park benches, bike racks, shipping pallets and recycling bins. For more information on TerraCycle, please visit [www.TerraCycle.com](http://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 Aspire Colorado**

Aspire Colorado, LLC, is an environmentally conscious company that provides personal care and household products with the goal of cleaning up our environment, one product at a time. Based in Golden, Colorado and managed by an all-women executive team, Aspire Colorado's products are made with basic ingredients that are better for you and better for the environment. The brand's containers are recyclable

and can be re-used several times if a refilling outlet is available, with a discount offered for returning or re-using the bottle.

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

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