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**LOCAL HAIR SALON LAUNCHES NEW SUSTAINABLE BEAUTY INITIATIVE**

*Moda Capelli Reinforces Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®*

**Olympia, Washington (December 1, 2020)** - Moda Capelli, a non-toxic and eco-conscious hair salon, has teamed up with TerraCycle to recycle leftover hair clippings through the Zero Waste Box program.

Moda Capelli believes in making a difference and fostering sustainable beauty in their salon. The company is committed to recycling salon waste and to carrying eco-conscious product lines that contribute to the well-being of their clients and their community.

By placing the Hair Zero Waste Box in the salon, Moda Capelli stylists can easily collect and recycle hair waste. The collected hair, which is completely biodegradable, will be composted in gardens or farms. Any resulting plastics from wigs, extensions or weaves will be recycled into plastic polymers.

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.

"Our mission of "sustainable beauty" means that we believe a balance between health, planet, & beauty is achievable without compromise," said Stephanie Kangiser, owner of Moda Capelli. "It means that not only do the products you buy & the services you receive at our salon give instantly beautiful results, but the long-lasting effects of those choices contribute to your long term health & the impact on future generations, allowing our planet & communities to flourish."

More information regarding Moda Capelli can be found by visiting their website, [www.modacapelliolympia.com](http://www.modacapelliolympia.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 Moda Capelli**

Moda Capelli is a holistic hair salon in Olympia, WA that specializes in the latest color techniques, cuts, styles & trends using only safe products. Moda Capelli is committed to delivering impeccable customer service through whole-hearted dedication, inspired imagination, and technical excellence. Moda Capelli

has been ranked as one of the best salons in Western Washington and our work has been seen on the red carpet, online & on television.

### **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).

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