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**DIAL® TEAMS UP WITH TERRACYCLE TO HELP KEEP YOUR SKIN
AND THE PLANET CLEAN**

Recycling Program Makes Dial® Packaging Recyclable Nationwide

TRENTON, N.J., January 24, 2022 – As part of its commitment to help keep the planet clean and healthy, Dial®, America's trusted brand for almost 75 years, today announced a partnership with international recycling leader TerraCycle to launch a national recycling program for *Dial* packaging components that cannot be recycled through traditional curbside recycling.

“At Dial and across Henkel, promoting sustainability and reducing plastic waste is not only our goal but our corporate commitment. While a significant amount of Dial packaging, such as Body Wash bottles, are recyclable through traditional recycling, we wanted to find a recycling solution for every piece of packaging. I am proud that *Dial* is expanding our partnership with TerraCycle to now include the recycling of the packets in our newest product launch, *Dial* Concentrated Refills,” said Randi Melton, VP of Marketing Beauty Care, Activation at Henkel. “Together, we will help make recycling practices easier for our consumers and further help achieve our mission of reducing plastic waste.”

Consumers who wish to recycle their empty *Dial* packaging components are invited to sign up for the Dial® Recycling Program on the program page <https://www.terracycle.com/en-US/brigades/dial>. When ready to ship the packaging waste, simply download a free shipping label, package the packaging components in the box of your choice and send it to TerraCycle for recycling. This recycling program accepts the caps on *Dial* body washes and hand soap refills, the pumps on *Dial* hand soaps and body washes, *Dial* concentrated refill packets, and the exterior plastic wrap and the interior waxed wrapping from *Dial* bar soap.

Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products. Additionally, for every shipment sent to TerraCycle through the recycling program, collectors earn points that can be donated to a non-profit, school or charitable organization of their choice.

“Since our founding, TerraCycle has made it our mission to ‘Eliminate the Idea of Waste’ and provide solutions for difficult to recycle items that are not traditionally recyclable curbside,” said Tom Szaky, founder and CEO of TerraCycle. “By encouraging consumers to rethink what is waste, this program helps build awareness that solutions do exist for items that may seem otherwise unrecyclable.”

Henkel has been partnering with TerraCycle since 2016. Currently, consumers can also recycle Schwarzkopf® retail hair care, color, and styling products, through TerraCycle’s recycling platform.

The *Dial* Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling programs, visit www.terracycle.com.

About Dial®

About Dial® America's trusted brand for almost 75 years, *Dial®* delivers clean, healthy-feeling skin for you and your family with products for Women, Men, and Kids. Dial® bar soap, body wash, and liquid hand soap provide benefits such as moisture, hydration, and more. For more information, please visit www.dialsoap.com.

About Henkel in North America

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2019, North America accounts for 26 percent of the company's global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com, and on Twitter [@Henkel NA](https://twitter.com/Henkel_NA).

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 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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