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Nécessaire Expands Its Commitment to Responsible Luxury – Personal Care Company Launches National Recycling Program with TerraCycle

Nécessaire® And TerraCycle® Invite the Nécessaire client Nationwide to Recycle Nécessaire Product Packaging.

TRENTON, N.J., June 10, 2022 – Nécessaire®, the creator of personal care products, today announced a partnership with international recycling leader TerraCycle to launch a U.S. national recycling program for Nécessaire’s product packaging. By participating, Nécessaire customers can recycle the empty products that are not readily recyclable via curbside options. The Nécessaire Recycling Program will go live on June 6, 2022 date.

“We are pleased to expand our recycling efforts via a partnership with TerraCycle. Today, we take a 3-part approach to recycling – first, we continue to source materials we believe to have a better carbon footprint; second, we verify our recycling claims via How2Recycle; and third, we are excited to partner with TerraCycle to ensure that the packaging that cannot be readily recycled via US curbside solutions now has a home,” said Nécessaire CEO / Co-Founder Randi Christiansen. “The fact is that we have a footprint at Nécessaire – we take more than we give – and today, we recognize we can be responsible luxury at best. Joining forces with TerraCycle is part of our broader commitment to responsible luxury. A commitment towards which we still have far to go.”

Through the Nécessaire Recycling Program, consumers can send in the Nécessaire packaging that is not readily recyclable via curbside programs, to be recycled for free, including but not limited to empty tubes, plastic closures, complex closures and pumps. Participation in the program is easy: sign up on the <https://www.terracycle.com/en-US/brigades/necessaire> and mail in eligible Nécessaire packaging using the provided prepaid UPS shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products.

Although the Nécessaire Recycling Program is an integral part of the brand’s strategy to mitigate its environmental footprint, it is certainly not the first impact initiative introduced by Nécessaire. Since 2019, its first year in business, Nécessaire was an inaugural member of Climate Neutral. Nécessaire has measured, offset and reduced its carbon outputs annually. Nécessaire is also a member of 1% For the Planet, allocating a 1% earth tax to environmental non-profits defending its air, land, water and wildlife worldwide.

“More and more consumers are focusing not only on the wellness of the skin, but also on the wellness of the planet,” said TerraCycle CEO and founder Tom Szaky. “By participating in the Nécessaire Recycling Program, consumers have a unique opportunity to demonstrate their respect for the environment by diverting their packaging waste from landfills, as well as through the products that they choose to include in their hair care routines.”

The Nécessaire Recycling Program is open to any interested individual, school, office, or community organization.

[About Nécessaire](#)

Nécessaire | A Personal Care Company. At Nécessaire we believe in less, but better. We design the personal care we need — The Necessary™ — that support our health and wellness. We use our business to make a positive environmental impact everywhere we can. We do it together.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 20 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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