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CONTACT:  
Sue Kauffman  
TerraCycle  
609.393.4252 x 3708  
sue.kauffman@terraCycle.com

**POPULAR LINE OF SUSTAINABLE, VEGAN & CRUELTY-FREE HAIR PRODUCTS  
LAUNCHES FREE RECYCLING PROGRAM FOR USED HAIR CARE APPLIANCES WITH  
TERRACYCLE**

*Eva NYC Adds to its Existing Sustainability Commitment By Launching First Hair Tool Recycling  
Program through TerraCycle®*

**TRENTON, N.J, April 18, 2022** - Eva NYC, a sustainable, vegan, cruelty-free line of innovative, affordable hair care and salon quality styling tools, is once again partnering with international recycling leader TerraCycle® to continue to divert hair products from landfills while turning it into new recycled products. While Eva NYC transitioned to curbside recyclable aluminum bottles in 2021, the brand also launched free national recycling programs with TerraCycle to address hard to recycle plastic pumps., The hair care leader is now providing customers with the unique opportunity to recycle Eva NYC electronic hair tools with the Eva NYC Hair Tools Recycling Program.

“As a leader in the sustainable beauty space, Eva NYC has a continuous commitment to sustainability, always focusing on how we can be kind to the planet, animals and each other,” said Jane Moran, Eva NYC Brand President. “We were the first masstige haircare brand to launch our portfolio in recyclable aluminum packaging in 2021, and we’re proud to be the first brand to launch a hair tools recycling program in partnership with TerraCycle®. We look forward to helping our customers recycle the hair tools they no longer use, so they don’t end up in a landfill.”

Participation in the Eva NYC Hair Tools Recycling Program is simple: sign up on the TerraCycle program page at [www.terraCycle.com/en-US/brigades/eva-nyc](http://www.terraCycle.com/en-US/brigades/eva-nyc) and mail in Eva NYC hair tools using a prepaid shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products. Every shipment of packaging sent to TerraCycle also earns collectors points that can be used for charitable gifts or converted to cash and donated to a non-profit, school or charitable organization of their choice.

In addition to launching curbside recyclable aluminum components, Eva NYC launched two national recycling programs in partnership with TerraCycle that invite consumers to send in hard to recycle components, like plastic pumps or aerosols, not traditionally accepted by local municipalities for recycling. The Eva NYC Hair Tools Recycling Program serves as a new facet of the company’s evolving sustainability commitment.

“Through this innovative, first of its kind program, Eva NYC electronic hair tools are now nationally recyclable through TerraCycle with the Eva NYC Hair Tools Recycling Program,” said TerraCycle CEO and founder Tom Szaky. “Now, consumers and professionals alike can make their beauty routines even

more sustainable by recycling their older Eva NYC hair tools in addition to the brand's aerosol containers and plastic packaging.”

Any interested individual, school, office, or community organization can participate in the Eva NYC Hair Tools Recycling Program. To learn more about TerraCycle's recycling programs, visit [www.terracycle.com](http://www.terracycle.com).

### **Eva NYC**

Eva NYC was made to give you a good hair day, every day. A brand of beauty lovers in Brooklyn, New York with wild imaginations and an obsession with hair, they make hair products and tools with powerful ingredients and innovative technologies, that deliver seriously proven results. Hair can be hard, but Eva NYC is here to make it fun. The line is made to be mixed, matched and played with until you create any look you've dreamt up. Eva NYC is kind to the planet, animals and each other, which is why they are a 100% cruelty-free brand, completely free from parabens and phthalates and fully recyclable. Eva NYC can be purchased at Ulta Beauty, Sally Beauty, Target, CVS, Kohls, Amazon and at a variety of other specialty retailers, including their own e-commerce platform, [eva-nyc.com](http://eva-nyc.com).

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

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