



Press Release

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Hair care packaging just became more sustainable, with launch of the Schwarzkopf® recycling programs

Schwarzkopf® partners with TerraCycle® to launch hair care packaging recycling programs

Trenton, N.J.

Schwarzkopf®, a global leader in hair care solutions and brand of Henkel, has partnered with international recycling leader TerraCycle® to make their retail hair care, color and styling products recyclable nationwide. As of January 1st, consumers are invited to collect and mail-in the empty product packaging from participating Schwarzkopf hair care products, including the brands göt2b styling & color, Color Ultime, Keratin Color and the newly launched Simply Color.

“Hair care products are a staple in the daily routines of countless consumers,” said TerraCycle CEO and Founder, Tom Szaky. “The launch of the Schwarzkopf Recycling Programs represents an exciting opportunity to divert a large category of waste from landfills. We look forward to partnering with this forward-thinking company for many years to come and continue to offer sustainable solutions to traditionally hard to recycle packaging.”

“The expansion of Henkel’s partnership with TerraCycle is an important part of Henkel’s commitment to a circular economy for plastic and sustainable packaging, and our target of ensuring 100 percent of our Beauty and Laundry & Home Care packaging is recyclable, reusable or compostable by 2025,” adds Martina Spinatsch, Vice President, R&D, Beauty Care, Henkel North America.

Elements of the Schwarzkopf/ TerraCycle partnership include the following programs:

- **Schwarzkopf Aerosols Recycling Program:** Consumers wishing to recycle their Schwarzkopf-branded empty aerosol containers are invited to sign up on the program page <https://www.terracycle.com/en-US/brigades/schwarzkopf-aerosol>. When ready to ship the packaging waste, simply download a free

shipping label, package the empty aerosol containers in the box of your choice and send it to TerraCycle for recycling.

- **Schwarzkopf Hair Coloration Recycling Program**: Participants who would like to recycle their Schwarzkopf-branded hair coloration products, including plastic jars, lids, bottles, closures, tubes, pumps, caps etc.; as well as flexible and rigid aluminum; and cardboard and paper are invited to sign up on the program page <https://www.terracycle.com/en-US/brigades/schwarzkopf-color>. When ready to ship the packaging waste, simply download a free shipping label, package the empty hair coloring packaging in the box of your choice and send it to TerraCycle for recycling.
- **Schwarzkopf Recycling Program**: Participants interested in recycling all other Schwarzkopf branded retail products outside of the hair coloration and aerosol product lines are invited to sign up on the program page <https://www.terracycle.com/en-US/brigades/schwarzkopf-hair>. This recycling program accepts plastic jars, lids, bottles, closures, tubes, pumps, caps etc.; as well as flexible and rigid aluminum; and cardboard and paper.

“We’re proud that 100% of Schwarzkopf retail product packaging will now be recyclable,” says Manuela Emmrich, Marketing Director, Hair US, Henkel Beauty Care. “Through the TerraCycle/ Schwarzkopf program, there is now a solution for hair product packaging that has historically been difficult to recycle, due to a myriad of curb-side recycling program requirements,” she continues.

The Schwarzkopf Recycling Programs are open to any interested individual, school, office, or community organization. For every shipment of waste sent to TerraCycle through any of the Schwarzkopf Recycling Programs, collectors earn points that can be used for charity gifts or converted to cash and donated to the non-profit, school or charitable organization of their choice. Once collected, the packaging waste will be recycled into a variety of new consumer products such as park benches, bike racks, pet food bowls and recycling bins.

For more information on TerraCycle’s recycling programs, visit www.terracycle.com.

About Henkel in North America

In North America, Henkel operates and holds leading positions across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. With sales of around 6 billion US dollars (5 billion euros) in 2018, North America accounts for 25 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.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2018, Henkel reported

sales of around 20 billion euros and adjusted operating profit of around 3.5 billion euros. Henkel employs around 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.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.

Photo material is available at www.henkel-northamerica.com/press

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