

Media release

November 9, 2020

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

**New program accepts all brands of hair care, colour and styling products**

Schwarzkopf, a Henkel brand and global leader in hair care solutions, has partnered with international recycling leader TerraCycle to make all brands of retail hair care, colour and styling products recyclable nation-wide.

[The Schwarzkopf Cares Recycling Program](https://www.terracycle.com/en-AU/brigade_groups/schwarzkopf-cares-recycling-program?utm_source=TC&utm_medium=PR&utm_campaign=AU_Schwarzkopf_Announcement) allows consumers to recycle products through TerraCycle’s innovative recycling platform for free.

According to General Manager of Henkel Beauty Care Retail ANZ, Peter Rigby, the program builds on Schwarzkopf’s commitment to taking action when it comes to sustainability.

“We’re proud to be launching the Schwarzkopf Cares Recycling Program in partnership with TerraCycle in Australia and New Zealand. This is one step closer to our goals to ensure all packaging is 100% recyclable or reusable by the year 2025.

“Our partnership with TerraCycle provides an opportunity for all consumers to recycle all brands of hair products. We believe that partnerships such as these are key in our sustainability journey and look forward to growing our sustainability movement as a key pillar within Henkel Beauty Care Retail ANZ,” he said.

Consumers can collect used packaging from hair care, hair colour and styling products from any brand, and when ready, download a shipping label from the [TerraCycle website](https://www.terracycle.com/en-AU/brigade_groups/schwarzkopf-cares-recycling-program?utm_source=TC&utm_medium=PR&utm_campaign=AU_Schwarzkopf_Announcement) to mail in for recycling.

TerraCycle Australia and New Zealand General Manager Jean Bailliard said he was pleased that TerraCycle and Henkel have worked together to offer a recycling solution for the whole hair care category, which accounts for approximately 148 million units of packaging annually\*.

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“The program provides an easy, nationally-accessible solution for all packaging components, including those that can be tricky to recycle through kerbside recycling programs,”he said.

“Not only are we diverting tonnes of plastic from landfill, but by recycling products through this program, consumers can also earn points which can be converted to cash and donated to a charitable organisation of their choice.

“Once we receive the items, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products,” he said.

Henkel is also working to reduce the amount of virgin plastic used in the manufacture of their products by using more recycled plastic, reducing the amount of plastic overall, and using bio-based plastics.

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*\*Source: IRI Australia Grocery Pharmacy, Units of Total Hair Sold, MAT to Aug 20*

**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 2019, Henkel reported sales of more than 20 billion euros and adjusted operating profit of more than 3.2 billion euros. Henkel employs more than 52,000 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](http://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](http://www.terracycle.com).

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