



Starting in January, consumers can recycle Schwarzkopf products and earn points for charity

Schwarzkopf® teams up with TerraCycle® to increase sustainability in hair care packaging

STAMFORD, Conn. (Nov. 15, 2019) – On America Recycles Day 2019, Henkel, a leader in hair and beauty care solutions, announces a new partnership with international recycling leader TerraCycle to launch the free Schwarzkopf Recycling Program in the United States. The program, which is slated to begin January 1, 2020, will allow U.S. consumers to recycle all Schwarzkopf retail hair care, color and styling products, through TerraCycle’s innovative recycling platform. By recycling products through this program, U.S. consumers can earn points which can be redeemed for charitable gifts or converted to cash and donated to a non-profit, school or charitable organization of their choice.

In January, consumers will be able to collect used packaging from purchased Schwarzkopf products, and when ready, download a shipping label from the TerraCycle website to mail in for recycling. Once received, the packaging will be cleaned and melted into hard plastic that can be remolded to make new recycled products. “Until now, the recyclability of hair color and styling products was difficult due to product packaging needs and the requirements of curbside recycling programs. Through the TerraCycle program, we’re proud that Schwarzkopf retail products will now be 100% recyclable,” explains Manuela Emmrich, Marketing Director, Hair US, Henkel Beauty Care.

“The launch of the partnership is part of our ongoing commitment to ensuring 100 percent of our Beauty and Laundry & Home Care packaging is recyclable, reusable or compostable by 2025,” adds Heather Wallace, Senior Vice President and General Manager, Beauty Care North America. “The program will not only increase the overall recyclability of products, but also inspire and empower consumers to champion the sustainability of products they’re purchasing.”

“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. “It’s a privilege to continue our ongoing relationship with Henkel and expand our partnership to include



the Schwarzkopf Recycling Program. We look forward to partnering with them for many years to come.”

Henkel has been partnering with TerraCycle since 2016. Earlier this year, Henkel and TerraCycle teamed up to create a free recycling program throughout Canada for Henkel’s Sunlight® and Purex® brand plastic detergent pouches. Henkel’s Adhesive Technologies business unit also launched a partnership with TerraCycle for customers in the U.S., making it possible for them to recycle their used adhesives packaging instead of sending them to a landfill or incinerator.

The Schwarzkopf and Henkel Adhesive Technologies Recycling Programs are available to any interested individual, school, office, or community organization in the United States.

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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, Right Guard® antiperspirants, 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 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.

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