

**FOR IMMEDIATE RELEASE**

**TERRACYCLE AND HOLT RENFREW TO LAUNCH  
RECYCLING PROGRAM FOR BEAUTY PACKAGING**

*Customers Can Recycle All Brands of Beauty Packaging at Select Holt Renfrew Locations*

**TORONTO, June 8, 2021** – International recycling leader, TerraCycle has teamed up with Canada’s fashion and lifestyle retailer, Holt Renfrew to help intercept and properly recycle the nearly 773 million plastic beauty containers that end up in landfills across Canada every year. The Holt Renfrew Beauty Recycling Program will help customers responsibly dispose of beauty packaging waste including compacts, concealer sticks and tubes, eyeliner and lip pencils, foundation bottles and tubes, lipsticks and balms, and mascara tubes.

“We are very proud to launch our recycling program for beauty packaging at Holts, in partnership with TerraCycle,” says Christopher Novak, Vice President, Beauty, Holt Renfrew. “Our mission at Holts is to empower self-expression and ignite positive change and this partnership with TerraCycle will bring our customers along on this journey towards a more sustainable future in a truly beautiful way.”

This year-round program offers customers the opportunity to bring all brands of empty and used beauty product packaging to select Holt Renfrew retail locations to drop off and recycle in the provided TerraCycle® Zero Waste Boxes™. When full, the boxes will be returned to TerraCycle for processing and the collected waste will be cleaned, melted and remolded to make new products.

Participation in the Holt Renfrew Beauty Recycling Program is completely free and is open to anyone. Consumers can find the closest participating Holt Renfrew location using the interactive map found on the recycling program’s dedicated landing page at <https://www.terracycle.com/en-CA/brigades/holt-renfrew-beauty-recycling>.

“Holt Renfrew is acting as a force for good by offering a powerful, sustainable option to divert empty beauty packaging from landfills,” said TerraCycle CEO and Founder, Tom Szaky. “By participating in this recycling program, consumers can take an active role in how their packaging is disposed of, helping to pave the way for a more beautiful planet.”

In addition to providing a recycling solution for used beauty products, Holt Renfrew will also be working with TerraCycle to provide their stores with collections boxes intended to collect and recycle disposable masks in-store and reduce the wave of single-use plastic required due to the pandemic from reaching the landfill.

TerraCycle works with major manufacturers and retailers to recycle products and packaging that would normally be thrown away. To learn more about TerraCycle and its innovative recycling solutions, visit [www.terracycle.com](http://www.terracycle.com).

**About Holt Renfrew:**

Holt Renfrew is considered Canada’s fashion and lifestyle retailer. Founded in Quebec City in 1837, Holt Renfrew is renowned for unparalleled retail experiences and is Canada’s hub for the world’s best fashion

and beauty brands. Recognized as a leader in personal service and experiences, the company's mission is to empower self-expression and ignite positive change along with overarching commitments to sustainability and diversity and inclusion. With seven stores across Canada, including four in the Greater Toronto Area, plus Montreal, Calgary, and Vancouver, customers can also experience Holt Renfrew's offerings via [holtrenfrew.com](http://holtrenfrew.com). Holt Renfrew was acquired by the Weston family in 1986 and continues to be privately and Canadian-owned as part of the Selfridges Group. Visit us at [www.holtrenfrew.com](http://www.holtrenfrew.com).

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

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