Colgate-Palmolive Joins TerraCycle's Loop Initiative to Eliminate Single-Use Packaging

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NEW YORK--(BUSINESS WIRE)--May 21, 2019-- Colgate-Palmolive is expanding its commitment to reducing waste by joining TerraCycle's Loop initiative for reusable, refillable packaging, beginning with pilot programs in the U.S. and France.

Colgate and other consumer products companies today joined Loop and founding retail partners in the U.S. Kroger Co. and Walgreens to announce a pilot that will serve New York, New Jersey, Pennsylvania, Maryland and Washington, D.C. Last week, Loop and the retailer Carrefour announced the launch of a similar test serving Paris.

Colgate is one of more than 25 companies that joined Loop to test the innovative new shopping system. With Loop, products will be delivered in durable packaging that is later collected, cleaned, refilled and reused. The goal is to provide a convenient "circular solution" to consumers, while securing meaningful environmental benefits.

Colgate is developing durable packaging designs for Loop and plans to begin with mouthwash in the pilot programs. Based on learnings in the U.S. and France, later this year in London, and in subsequent pilots, the Company hopes to expand to other Colgate oral care products and additional product categories as it assesses the viability of the new model.

"Loop offers an intriguing new option for reducing packaging waste, and we're excited about its potential," said Ann Tracy, Vice President, Global Sustainability, EOHS & Supply Chain Strategy for Colgate-Palmolive. "Colgate is constantly experimenting with different approaches to conservation and waste reduction, so we're eager to see how we can make this new model work for retailers and consumers - the keys to its success."

Reducing waste is a leading sustainability goal for Colgate-Palmolive, and the Company's progress is outlined in its recently updated sustainability website. Colgate is committed to reducing the use of plastic in its packaging, using 25% recycled content in all plastic packaging, and making 100% of its packaging recyclable. In 2018 Colgate joined the Ellen MacArthur Foundation's New Plastics Economy Initiative, reflecting a commitment to achieving these targets and others by 2025.

The company is also reducing waste generated at its manufacturing sites. Twelve Colgate-Palmolive plants have achieved TRUE 'Zero Waste' certification from the U.S. Green Building Council and 5 more are registered and underway. These 17 sites span five continents -- more projects in more regions than any other company.

Colgate has worked with TerraCycle in countries around the world for nearly a decade to collect hard-to-recycle toothpaste tubes, toothbrushes, and other oral care waste. Through this partnership, more than 48,000 locations have engaged in recycling, helping the Company divert nearly 9 million pieces of oral care waste from landfills.

About Colgate-Palmolive

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, elmex, Tom's of Maine, Sorriso, Speed Stick, Lady Speed Stick, Softsoap, Irish Spring, Protex, Sanex, Elta MD, PCA Skin, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate's global business, visit the Company's website at http://www.colgatepalmolive.com. To learn more about Colgate Bright Smiles, Bright Futures® oral health education program, please visit http://www.colgatebsbf.com. CL-C

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