



Reclaiming Global Waterways and Beaches I France

TerraCycle and Procter & Gamble (P&G), both international private companies, have partnered to create the world's first shampoo bottle made from beach plastic that can be locally recycled after use. Working together with organizations to collect waste in the United Kingdom and France, this is one of the largest solutions dealing with ocean plastic in terms of volume and percentage. The P&G product, Head & Shoulders shampoo is put into bottles made from 25 % high density polyethylene recovered from beaches, are recyclable, and of a grey color that allows for mechanical sorting at a specialized plant that receives, separates and prepares recyclable materials for marketing to end-user manufacturers. P&G thus lowers its carbon footprint by using less virgin material in the bottle molding process, resulting in less oil extraction and greenhouse gas emissions.

Key facts

- This is the largest production run of recyclable products made using plastic collected from beaches and is also the world's first recyclable shampoo bottle made from beach plastic;
- The Head & Shoulders shampoo bottles contain 25% beach plastic;
- It is estimated that plastic debris kills an estimated 100,000 marine mammals annually, as well as millions of birds and fishes;
- Fishermen have reported that 92% had recurring problems with debris in nets, with each boat losing between \$10,500 and \$53,300 per year due to marine litter;
- In one year, an estimated 150,000 tonnes of marine plastic washed up on the shores of Japan.

Contact:

Digital assets are available for download at:

<http://unfccc.thirdlight.com/a.tlx?l=9ffm9Ij>

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