NORDSTROM

Nordstrom Expands BEAUTYCYCLE to Nordstrom Rack

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Just in time for Earth Month 2022, Nordstrom customers can bring their empty beauty packaging to any Nordstrom Rack to be recycled.

Nordstrom BEAUTYCYCLE is our beauty take-back and recycling program through which we accept all brands of beauty packaging waste to be recycled. Each year, more than 120 billion units of plastic packaging are produced by the beauty industry, but less than nine percent gets recycled.



BEAUTYCYCLE launched in 2020 at Nordstrom and Nordstrom Local in the US. In 2021, we expanded the program to include Nordstrom stores in Canada. With this newest expansion we will more than double BEAUTYCYCLE drop off locations. Customers can now find BEAUTYCYCLE boxes at all 354 Nordstrom, Nordstrom Rack and Nordstrom Local stores across North America.

Since launching the program in 2020, we've taken back more than 7 tons of beauty packaging to be recycled. We hope that by more than doubling the number of drop off locations and making this service available in new markets, we will see continued momentum as we aim to take back 100 tons of packaging to be recycled by 2025.

BEAUTYCYCLE has been recognized with several industry awards including Elle's Green Star and Good Housekeeping's Sustainable Innovation Award.

While it is important to consider packaging circularity, we also know that our customers expect us to consider our impact throughout the value chain. Nordstrom customers can easily find beauty products that are responsibly packaged and manufactured and use sustainably sourced ingredients in our Sustainable Style category.