



What is BEAUTYCYCLE?

At the time of launch in 2020, Nordstrom BEAUTYCYCLE was the first beauty take-back and recycling program available at a major retailer to accept all brands of hard-to-recycle beauty packaging, regardless of where items were purchased from.

Why does recycling beauty products matter?

The beauty industry produces 120 billion units of plastic waste each year. Many beauty products include a mix of materials and cannot be accepted by local curbside bins and municipal recycling centers. Our goal is to make it easy for our customers to recycle their empties and to take back 100 tons of beauty packaging by 2025.

What items are eligible?

Clean and empty packaging that fits Pact's [collection guidelines](#).

WE CAN ACCEPT:	WE CANNOT ACCEPT:
<ul style="list-style-type: none">• Plastic bottles + jars smaller than a fist• Plastic + aluminum squeezable tubes• Ceramic + porcelain containers• Colored glass bottles + jars• Caps + closures• Pumps + dispensers• Droppers + applicators• Compacts + palettes• Lipstick/lip gloss tubes + applicators• Mascara tubes + wands• Plastic pencil components for eye/lip liner + brow pencils• Toothpaste tubes + dental floss containers• Silicone containers• Pouches• Supplement bottles	<ul style="list-style-type: none">• Full bottles of product• Perfume and nail polish• Nail polish remover bottles• Electronics (e.g., hair or skin care tools)• Biomedical or biohazardous waste• Plastic containers larger than a fist• Any packaging that is not clean and empty• Flammable or pressurized packaging (e.g., aerosol cans)

Where are the BEAUTYCYCLE bins located?

Customers can bring their empty beauty products to any Nordstrom, Nordstrom Rack or Nordstrom Local in the contiguous U.S. In Nordstrom stores, bins are located in the beauty department.

Nordstrom's 2025 Environmental Sustainability Goals

- Take back 100 tons of beauty packaging to divert from landfills
- Establish a science-based target to reduce Scope 1, 2 and 3 emissions
- Reduce single-use plastics in our chain by 50%
- Ensure 15% of our Nordstrom.com product assortment qualifies for Nordstrom for Good
- Use preferred fibers for 50% of our primary raw materials of cotton, polyester and human-made cellulosic fibers (HMCs)
- Create channels to refurbish, reuse, resell or donate 250 tons of clothing
- Increase circular product design and development opportunities for Nordstrom Made products