NORDSTROM

Nordstrom BEAUTYCYCLE Achieves 100-Ton Goal

August 6, 2025 at 9:00 AM PDT



We're excited to share that we reached our goal of collecting **100 tons** of beauty packaging with **Nordstrom BEAUTYCYCLE** —well ahead of our 2025 target.

A 2023 survey found that over 75% of U.S. consumers think sustainable cosmetics packaging is important, but because beauty packaging is often small, flexible or made from mixed materials, it can be difficult to recycle in traditional curbside recycling programs. Only a fraction of the 120 billion cosmetic packages created are recycled. That's why, in 2020, we became the first major retailer to launch our in-store beauty take-back program, accepting all brands of packaging.

Through BEAUTYCYCLE—available at all Nordstrom and Nordstrom Rack stores across the contiguous U.S.—customers can drop off their clean, empty beauty packaging to be responsibly handled through our partnership with Pact Collective.

Since its launch, BEAUTYCYCLE has been recognized by several industry awards, including *Elle*'s Green Star, *Good Housekeeping*'s Sustainable Innovation Award and *Fast Company*'s World Changing Ideas.

We're grateful to our customers and partners for helping us reach this milestone and invite everyone to continue leaving the world better than we found it on our journey toward a low-waste beauty routine.

Learn more on nordstrom.com or in our press kit.