

SUSTAINABILITY

Holt Renfrew expands beauty product recycling program

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The initiative was introduced for the first time nearly four years ago. Image credit: Holt Renfrew

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Canadian department store chain Holt Renfrew is focused on ESG.

In collaboration with American waste collector TerraCycle, the company is expanding its Beauty Recycling Program to help curb the impact of the nearly 773 million plastic beauty containers that wind up in its home country's landfills or incinerators each year. Beginning this month, all six of the retailer's locations across Canada will host dedicated in-store dropboxes for cosmetic vessels.

"We believe retail can be a force for good, and are always looking for ways we can push ourselves to be better," said Sebastian Picardo, president and CEO of **Holt Renfrew**, in a statement.

"Sustainability is embedded in everything we do at Holts," Mr. Picardo said. "We're thrilled to partner with TerraCycle on our Beauty Recycling program, which enables our employees and customers to take positive actions on the environment and make a tangible difference."

Making an impact

Since the program's launch in June 2021, Holt Renfrew has recycled more than 7,000 pounds of used plastic beauty containers.

Now, the department store chain is looking to make more of a difference by scaling its sustainability initiative to all of its stores across Montreal, Calgary, Vancouver, Mississauga and Toronto. The dropboxes accept compacts, concealer sticks and tubes, eyeliners, lip pencils, foundation bottles and tubes, lipstick, balms and mascara tubes.



Less than 2 percent of the 120 billion plastic beauty items produced globally each year are recycled. Image credit: TerraCycle

Holt Renfrew will not accept any fragrance bottles, pressurized containers, or nail polish and nail polish remover bottles. Visitors can learn more about the department store chain's efforts on TerraCycle's [website](#).

"There's a common misconception that the only place to dispose of beauty products is in the trash, but technically, almost anything can be recycled," said Tom Szaky, founder and CEO of TerraCycle, in a statement.

"Through this innovative recycling program, Holt Renfrew is taking significant steps toward reducing waste and promoting sustainability in the beauty industry."

While some luxury entities are helping to repurpose materials, others, such as British fashion house Stella McCartney, are making use of resources such as alternative fabrics ([see story](#)).

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