Nordstrom announced on Monday that it is expanding its Beautycycle program to Nordstrom Rack, bringing Beautycycle boxes to all of its 354 Nordstrom, Nordstrom Rack and Nordstrom Local stores across North America.

The beauty take-back and recycling program, which accepts all brands of beauty packaging waste to be recycled, will now be available to Nordstrom customers at any Nordstrom Rack. Customers can simply bring their empty beauty packaging to be recycled the right way.

The new expansion will more than double the number of Beautycycle drop off locations offered by Nordstrom, who first introduced Beautycycle in 2020 at Nordstrom and Nordstrom Local in the U.S. It later expanded the program to Canada in 2021.
“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,” the company said in a statement.

Beyond the Beautycycle program, Nordstrom offers a Sustainable Style category to allow customers to easily find beauty products that are responsibly packaged and manufactured and that use sustainably sourced ingredients.

By Jennifer Braun

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