

NEW PROGRAM LAUNCH: #ZeroWaste500Club

FOR IMMEDIATE RELEASE

April 5, 2019

Awake Organics has announced the launch of a new, circular packaging program: The #ZeroWaste500Club. Their mission is to pilot the program for 12 months, refurbishing and recirculating a minimum of 500 jars, and reducing CO₂ emissions by 4.3 tonnes or more.

Energy Saved By Reusing 500 Jars in 1 Year = 4 Acres of Forest Absorbing 4.3 Tonnes of CO₂

As an independent business, Awake Organics is poised to address sustainability issues in ways that large corporations can't implement easily or quickly. Their ultimate goal is to demonstrate that a sustainable, circular economy can work for businesses large and small.

"We're doing our part to push the industry away from packaging over-production and a linear economy. I believe our program will help pave the way for change on a larger scale." – Melissa Kimbell, Director

The free returns program works just like a refill service, with Awake Organics making use of existing, daily Royal Mail services. Customers use the free postage and packing materials supplied with a new order to return their empties from the order before, earning discounts in the process. ([Program FAQs](#))

The #ZeroWaste500Club is open to all direct customers based in the UK and was inspired by customer demand, waste management and global warming issues, and growing consumer mistrust of the recycling industry.

"Our customers were asking to send back their jars. They didn't want to throw them in recycling because they were still perfectly good. They were also unsure whether packaging in their blue bin was actually being recycled, and not shipped to a third world country for dumping. They wanted a sustainable alternative they could trust, so we created one." – Melissa Kimbell, Director

Awake Organics has set a minimum goal of recirculating 500 jars over the course of 12 months, reducing CO₂ emissions that would otherwise be generated to produce and transport new glass.

The #ZeroWaste500Club is the latest eco-initiative set out by Awake since their launch in 2017. Others include formulating water-free products, sourcing Hemp Seed oil grown in West Sussex, sourcing (non-virgin) glass made in the UK and Italy, offering plastic-free packaging alternatives, and using FSC cartons made from recycled materials and biodegradable veggie inks manufactured in Northamptonshire.

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Notes to The Editor

Awake Organics was incorporated in 2017 by indie beauty entrepreneur, Melissa Kimbell. Melissa founded Awake with one main goal: to inspire people to make informed lifestyle choices that are healthy for them and the planet. Melissa is careful to source ingredients from ethical suppliers, including their Cannabis Sativa (hemp) oil, which is sown and grown on a chemical-free farm in West Sussex, England. The award-winning artisan range is certified cruelty free and consists of food grade skin care, natural deodorant, and a healthy perfume made exclusively with herbs and resins). All products are formulated without water, parabens, SLS, alcohol, phthalates, synthetic colours/fragrance and petroleum by-products. All packaging is eco-friendly. Melissa is also a published writer with her work appearing in several UK national glossies, and the [Awake Organics Health & Beauty Blog](#).

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Useful Links

#ZeroWaste500Club FAQs: <https://www.awakeorganics.co.uk/zerowaste/>

Eco-initiatives: <https://www.awakeorganics.co.uk/what-makes-awake-organics-different/>

Rewards Program FAQs: <https://www.awakeorganics.co.uk/rewards/>

Product Range: <https://www.awakeorganics.co.uk/shop/>

Stockists

Awake Organics

Anthropologie

Urban Outfitters (from May 2019)

Beauty and The Boutique (from May 2019)

Love Lula (from June 2019)

LeFix London

Amazon UK and Europe

Mena Iceland

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