

# **Powys County Council encouraging residents to look and feel good this Recycle Week**

Whether your bathroom regime is a quick shower or a two-hour makeover, Powys County Council is teaming up with Recycle Now this Recycle Week to encourage residents to look and feel good by recycling bathroom items like empty deodorants and finished-with fragrances.

In the UK, almost 90% of packaging is recycled in our kitchens, while just over half (52%) of items are recycled in the bathroom. New research from Recycle Now found that nearly half (49%) of the UK population admit to not always recycling their aerosols including deodorant and hairspray from the bedroom or bathroom.

The research also found that over a third (38%) of the UK population say they don't always recycle glass items in the bedroom such as aftershave and perfume bottles after they are empty.

This Recycle Week, Powys County Council is asking residents to rethink their bathroom routines by highlighting the benefits of recycling these items and demonstrating that what goes around comes around!

Aerosols such as deodorants and hair sprays can be recycled again and again without any loss in quality, so you may see them come back in items such as parts of your mobile phones, dishwashers or even as another aerosol can - what goes around comes around!

That's not all, Recycle Now has calculated that if everyone in Powys recycled one more deodorant, it would save enough energy to power a typical primary school for 54 days.

Love singing in the shower or getting ready to some top tunes? Being recycling savvy, such as recycling just three empty deodorants, can provide these essentials to our 'getting ready' routine by saving enough energy to power a shower for eight minutes, or a home sound system for 32 hours!

Cllr Phyl Davies, Cabinet Member for Waste and Recycling, said: "We're motivating people to look good and feel good this Recycle Week! From the last spritz of perfume to the final squeeze of a shampoo bottle – in Recycle Week add recycling to your bathroom regime, and recycling just a few more items from around the house can make a real difference."

Linda Crichton, Head of Recycle Now, said: "Many of us have our daily bathroom routines in place - whether we're getting ready to go to work, out for a party, or just settling down for a night in. During Recycle Week, we are looking to shake up those routines and let people know that they can do good for the environment you live in in the process of looking good. One tip is to put a recycling bag or bin in your bathroom or bedroom to make recycling an easy part of your routine."

Recycle Now's top bathroom recycling tips:

- Where possible empty and rinse containers before they go in the recycling bin
- Put caps and lids back on your glass containers before recycling
- Remove plastic lids and caps from air-freshener, deodorant and shaving foam aerosols where easy to do so and place separately in the recycling
- Mirrors and nail varnish bottles are not recyclable and should be put in your general waste

For more information about your local recycling scheme, including details of what can and can't be recycled from around the house, visit [www.powys.gov.uk/recycle](http://www.powys.gov.uk/recycle) or use the Recycling Locator at [www.RecycleNow.com](http://www.RecycleNow.com)

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