

MAYHEM MIXUPS – WE CAME TO PLAY!

By building toys using materials such as Cradle-to-Cradle certified materials, we're aiming to help reduce our impact on the environment. As a part of our efforts in this area, Mattel is introducing the Jurassic World Mayhem Mix-Ups™ line of dinosaurs.

Each Jurassic World Mayhem Mix-Ups™ Dinosaur toy pack has at least 10 plastic pieces like torso, head, arms, legs, claws, and tails, so kids can put together a fierce dinosaur in either a traditional look or a mutated look. Then, they can mix up the body parts to customize their design. Pieces are also compatible across packs, so additional species from other packs can give the dinosaur an updated look for enhanced defense or aggressive attack. So each box provides 2 looks in 1 and then some! There are multiple dinosaur species to choose from.

CRADLE TO CRADLE CERTIFIED – A U.S. PLAY FIRST!

It's not all fun and games. Mattel has earned the honor of being the first ever U.S. Toy Manufacturer to receive Cradle-to-Cradle's Silver certification for Material Health and Product Circularity with respect to our Mayhem Mix-Ups toy product line.



Material Health

According to the Cradle to Cradle Certified Product Standard for the Material Health Category, this certification verifies that chemicals and materials used in a certified product are selected to prioritize the protection of human health and the environment, helping to generate a positive impact on the quality of materials available for future use and cycling.

The Cradle to Cradle material health Silver certification verifies that 95% of ingredients used in each toy within the Mayhem Mix-Ups line has been independently evaluated for human and environmental health.



Product Circularity

According to the Cradle to Cradle Certified Product Standard for the Product Circularity Category, this certification verifies that the product is designed for circularity with life cycle thinking in mind. It is optimized to minimize waste, keeping materials in a continuous cycle of use.

The Cradle to Cradle Circularity Silver certification verifies that each of the products in the Mayhem Mix-Ups line is made from at least 70% recycled content and is eligible for recycling take-back through the Mattel Playback Program.

PLAY. RECYCLE. REPEAT.

The Mattel Playback Program helps keep valuable materials in circulation and out of landfills.

Universal Jurassic World is the 1st licensed brand to join the Mattel Playback Program, which helps to recycle and repurpose certain materials found in toys. Find out more about the Playback Program [here](#).

Mattel PlayBack accepts many Mattel toys for recycling and is currently available in the United States, Canada, Germany, and the United Kingdom.