

ENEWSLETTER - OCTOBER 2020

Our eNewsletter is always for you. This month the content idea came from you! A number of Beauty Advisors asked if I could highlight some FAQs on Burt's Bees so that you can best respond when consumers ask you questions that I often address.

How natural are Burt's Bees formulas?

On average Burt's Bees formulas are over 99% natural origin. All our lip care products are 100% natural origin. The % natural (now transitioning to "% natural origin") is displayed on product packaging and at www.burtsbees.ca

If a product is <100% natural origin, what is the non-natural % of a formula?

Preserving natural formulas, especially those that contain water, can be challenging. A few of our formulas are made safe for use by including synthetic, non-paraben, non-formaldehyde donating preservatives such as phenoxyethanol, potassium sorbate and ascorbyl palmitate.

Are Burt's Bees products certified vegan?

No. Some of our products do contain animal-sourced ingredients, such as milk, lanolin, honey, royal jelly and carmine. These are all listed on the ingredients section of our packaging and on our website. Many of our products are produced on shared lines so we don't call out "vegan" on any of our products.

Does Burt's Bees use natural fragrances?

The only Burt's Bees product sold in Canada with a synthetic fragrance is our Coconut Foot Cream - the fragrance is <1% of the formula and is phthalate-free. All other fragrances used in Burt's Bees products are natural, composed of proprietary blends of essential oils and natural extracts.

Other product questions? Contact me at buzzaboutburts@burtsbees.ca.

Whole Story: Our Values

Ingredients from Nature - On average, Burt's Bees Products are 99% Natural Origin. Each of our products are formulated without Parabens, Phthalates, SLS or Petrolatum.

Responsible Sourcing - We are committed to supporting the communities and environments where we source all of our ingredients.

Recyclable Packaging: At Burt's Bees we put an average of 52% PCR plastics in our packaging. All of our packaging is recyclable curbside or via TerraCycle® for FREE at www.terracycle.ca.

No Animal Testing: All our products are Leaping Bunny Certified which means we do not test our formulas on animals or ask anyone to do so on our behalf. We have only ever tested on human volunteers.



BEAUTY
POWERED
BY NATURE.



BURT'S BEES
TRUE TO NATURE™

Burt's Bees packaging can be recycled in your municipal curbside program (where accepted) or free of charge through our "Recycle on Us" program with TerraCycle Canada. Please go to terracycle.ca for details.

You can withdraw your consent at any time by emailing buzzaboutburts@burtsbees.com with **UNSUBSCRIBE** in the subject. For more information, and to understand how we may process your personal data, please refer to our [Privacy Policy](#) or contact us 150 Biscayne Crescent, Brampton, Ontario L6W 4V3.