

2021 Cosmetic Innovation Education



BURT'S BEES®

TRUE TO NATURE™



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THE WHOLE STORY

Our History

True to Nature since 1984



"We take from Nature and therefore we must protect Nature in return"

- Roxanne Quimby

Burt Shavitz & Roxanne Quimby created Burt's Bees in the early 1980s in Maine.

They both valued a connection to nature & a lifestyle that was low-impact & socially & environmentally conscious.

Our Values



INGREDIENTS FROM NATURE

On average, Burt's Bees Products are **99% Natural Origin**. Formulated without Parabens, Phthalates, SLS or Petrolatum.



RESPONSIBLE SOURCING

Committed to **supporting communities & environments** where we source our ingredients.



RECYCLABLE PACKAGING

Burt's Bees packaging averages **52% PCR Plastics**. All packaging is recyclable curbside or free via **TerraCycle®**



NO ANIMAL TESTING

All products **Leaping Bunny Certified**.

Our Efforts

Product

100% transparent when speaking to our products, ingredients and sourcing practices.

Proactively adopted the **1st & only international guidelines for natural & organic** cosmetic products - the ISO 16128.

Planet

4,400 acres of wildflowers and more than **15 billion seeds** planted, impacting as much as **145,000 acres** of farmland.

41.7% increase in post-consumer recycled (PCR) content of primary packaging as of 2018.

People

Established in 2007, the Burt's Bees Foundation has given **\$3.5 million in grants** to support work at the intersection of human and environmental health and inspires people to live a healthier, more nature-connected lifestyle.



OUR SKIN CARE PHILOSOPHY

Your skin is beautifully alive.
It's a living, breathing tissue –
your body's largest, loveliest organ –
and when it's healthy, it shows.

Just as the right mix
of foods from the earth
nourish your *body*, the right mix
of ingredients from the earth
help nourish your *skin*,
giving it a fresh vitality that
comes from balance.

Inspired by the power of nature and the
way bees happily blend botanicals to turn the
ordinary into the extraordinary,
we formulate with
beauty-boosting ingredients that work
in sync with the way your skin lives now, and
for its entire lifetime.



NURTURE
— *the life of* —
YOUR SKIN



BALANCED
Skin Cycle



NATURE
As Laboratory



NUTRITION
For Skin



WHOLE
Formulas



Jan 2021 Cosmetics Innovation (12 skus)



Face Primer



Cream Eyeshadow
3 shades



Cream Blush
3 shades



Squeezy Tinted Balm
4 shades



Miracle Balm

GOODNESS *glows*™ Face Primer

Lightweight, breathable primer to create a flawless, smooth canvas ideal for long lasting makeup application or a natural look

- ❖ 8 Hour Moisturization
- ❖ Formulated with natural minerals and moisturizing Avocado Oil
- ❖ Illuminates with Responsibly Sourced Mica
- ❖ Hydrates & Illuminates Skin
- ❖ A beautiful silky formula that applies and blends easily

- ❖ Packaging: Tube: 50% PCR content

How To Use: On clean, moisturized skin, apply a small, pea-size amount to fingertips and distribute evenly. For best results warm up the primer by gently rubbing fingertips together before applying onto face. The warmth allows the product to “melt” into skin and provide natural-looking results. Wear alone or under Tinted Moisturizer or foundation.

Tip: Wait a full minute to allow primer to dry completely before applying makeup, as this will help avoid patchiness.



Note:
Product has
hang tag!

99% Natural Origin

MSRP	Size
\$14.99	28.3g

Color Nurture™ Cream Eye Shadow

Lightweight, luxuriously creamy eye shadow for easy on-the-go application.

- ❖ Vitamin E and Berry Fruit Wax nourish delicate eye area
- ❖ Rich, light-reflecting pearl pigments add shimmer
- ❖ Available in three nude shades that can multitask as a highlighter
- ❖ A lightweight, luxuriously creamy formula that applies smoothly, melts seamlessly onto skin and blends easily
- ❖ Buildable colour to achieve desirable intensity with a lovely shimmery finish

- ❖ Packaging: The carton is 35% PCR material

How to Use: Apply easily with fingertips. Raise eyebrows to create a tighter 'canvas'. Focus on the center of the eyelid and use a sweeping motion, not a pressing application, to cover lid area.

The buildable, shimmery pigments work great on their own, as a highlighter, or layered with powder shadow for a multi-dimensional look.

Tip: Allow Cream Eye Shadow to set before applying a mid-tone powder eye shadow to crease area and a darker/contour shade to outer corner of lid.



99.7 % Natural Origin



MSRP	Size
\$14.99	7.08g

Color Nurture™ Cream Blush

Lightweight, luxuriously creamy blush that is easy to apply on-the-go and leaves a natural flush of colour while nourishing your skin

- ❖ Vitamin E and Berry Fruit Wax to nourish skin
- ❖ Coconut and Jojoba derived emollients instantly moisturize
- ❖ Highly pigmented but still buildable
- ❖ This on trend form is easy to apply and perfect for on-the-go application.
- ❖ Packaging: The carton is 35% PCR material

How To Use: Just dot it onto the apples of cheeks (a little goes a long way) and blend with fingertips for a seamless, radiant pop of colour and natural glow.



99.7 % Natural Origin



Strawberry
Cream



Guava
Meringue



Berry
Whip

MSRP	Size
\$14.99	7.08g

Goodness *glows*™ Miracle Balm

*A lightweight, do-it-all hydrating balm that can moisturize dry skin...anywhere!
Convenient for on-the-go care.*

- ❖ Soothe, soften and moisturize dry skin on your face, lips, cuticles, elbows, anywhere!
- ❖ Define or taper unruly eyebrows
- ❖ Apply as a cheek and brow highlighter
- ❖ Tame frizz and flyaways
- ❖ Instantly hydrates with Shea Butter and plant-derived Squalane, a lightweight, non-greasy, hydrating oil that absorbs quickly.
- ❖ Community sourced Beeswax creates breathable barrier to hold moisture in skin.
- ❖ Goes on clear so can be applied under makeup or on its own for a dewy finish.
- ❖ Packaging: Tin Container is 30% PCR, Carton is 35% PCR
- ❖ **How to Use:** Press the pop-top to easily open tin and apply according to need. Blends smoothly and easily.



100 % Natural Origin

MSRP	Size
\$13.99	15g

Squeezy Tinted Balm

A new, trending format for moisture and sheer colour.

- ❖ Squeezy Tinted Balm provides a hint of natural colour and a healthy-looking shine.
- ❖ Four sheer shades are drenched with a different fresh flavour:
 - ❖ Watermelon Rush
 - ❖ Sweet Peach
 - ❖ Berry Sorbet
 - ❖ Mandarin Granata
- ❖ Formulated with hydrating Cocoa Butter and responsibly sourced Beeswax to nourish lips.
- ❖ All day moisturization



100% Natural Origin



How to Use: Squeeze tube for easy application directly onto lips.

MSRP	Size		
		792850910157	91015-04 Squeezy Tinted Lip Balm - Berry Sorbet 3/36
		792850910195	91019-04 Squeezy Tinted Lip Balm - Mandarin Granata
\$9.99	12.1G	792850910133	91013-04 Squeezy Tinted Lip Balm - Sweet Peach
		792850910119	91011-04 Squeezy Tinted Lip Balm - Watermelon Rush

Thank You!



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