

**BURT'S BEES®**

TRUE TO NATURE™

**Skin Care Innovation**

**Education**

**2021**

*Truly Glowing*



# Covid Mask Impact on Skin



*“Maskne”  
(mask + acne)*



*Acne Mechanica*

# How to Prevent Maskne?

- ✓ **Wear a mask made of 100% cotton**, which allows your skin to breathe.
- ✓ **Have multiple masks with you** so you can put on a fresh mask as soon as mask becomes damp or dirty.
- ✓ **Wash your face well morning and night with gentle cleanser.** Rinse thoroughly and use Toning Water.
- ✓ **Use a mild day moisturizer** that is not too heavy to help avoid blackheads and acne flare-ups.
- ✓ **Wait 15 minutes after applying moisturizer** before putting on mask to allow skin to absorb product.
- ✓ **Apply a night cream** to help maintain skin's hydro-lipid barrier.
- ✓ **Gently exfoliate twice a week** to remove dead cells from the surface of your skin.
- ✓ **Avoid retinoids** which may irritate skin more.
- ✓ **Avoid wearing makeup on lower face.** Or choose silicone-free or a Tinted Moisturizer. Focus on the eyes.
- ✓ **Brush your teeth or use mouthwash** to reduce bacteria before you put on your mask.
- ✓ **Use lip care that hydrates, conditions and protects lips** while wearing a mask. Breathable barrier.
- ✓ **Wash your mask daily** with detergent that's formulated without dyes and fragrances. Dry it completely.
- ✓ If maskne persists, try **Burt's Bees® Anti-Blemish Solutions** line.



# Sensitive Skin Care Line

**Clinically shown** to moisturize, soothe and calm sensitive skin without causing redness or irritation.

- ❖ Awarded the Eczema Association 'NEA Seal of Acceptance'™
- ❖ Hypoallergenic
- ❖ Allergy-Tested
- ❖ Fragrance-Free
- ❖ Non-Comedogenic
- ❖ Dermatologist-Tested
- ❖ Safe for Sensitive Skin
- ❖ Moisturizes without causing redness or irritation



Cleanser, Day Cream, Eye Cream, Night Cream

The **Journal of Drugs in Dermatology** (JDD) published clinical data supporting the efficacy of Burt's Bees nature-based Sensitive Skin regimen at maintaining a healthy skin barrier function and improved skin health vs. dermatologist-recommended synthetic regimen.

[www.businesswire.com/news/home/20180813005082/en/Burt%E2%80%99s-Bees-Nature-Based-Sensitive-Skin-Care-linical#.W3LKWsNZC11.email](http://www.businesswire.com/news/home/20180813005082/en/Burt%E2%80%99s-Bees-Nature-Based-Sensitive-Skin-Care-linical#.W3LKWsNZC11.email)

99% Natural Origin.

# NEW - Refreshing Foaming Cleanser

*with Cucumber & Mint*

*Refresh and revitalize skin with a gentle, soft foaming cleanser.*

- ❖ Gently removes dirt, oil, makeup and impurities without stripping skin.
- ❖ Nourishing Cucumber Extract nourishes, hydrates and soothes skin
- ❖ A gentle Mint fragrance\* awakens senses.
- ❖ Soap-free foaming cleanser has a silky ultra-light, soft texture that rinses off easily.
- ❖ Leaves skin feeling smooth and feeling soft.
- ❖ Non-comedogenic and non-irritating
- ❖ Dermatologically tested

**Packaging:** 80% PCR curbside recyclable bottle. All components are curbside recyclable or through Terracycle

**How to Use:** Dispense one to two pumps onto hands and massage into face and neck. Rinse thoroughly with water. Use daily, morning and night. To finish, apply your favorite Burt's Bees moisturizer.

\*a gentle spearmint extract

\*\*US Dermatologist Approved Natural Skincare Brand



Skin Nourishment  
Cleanser



99% Natural Origin



MSRP	Size	Item #	upc	Inner / MC
\$12.99	141.9ml	89807-04	792850898073	3/12

# Peach & Willowbark Deep Pore Scrub

*Gently exfoliates to remove dead skin cells for a smooth complexion.*

- **Finely ground Peach Stone** particles, in a creamy lotion base, naturally and gently exfoliate your skin.
- **Willowbark and Golden Seal** help clear pores by dissolving impurities.
- **Ginger and Sea Algae extracts** revitalize skin and replenish essential minerals.
- Lightly massage over clean, damp skin using only the pads of the fingers.
- Leaves skin deeply clean and smooth.
- 99% Natural.



# Anti-Blemish Skin Care

*(transitioning to Natural Acne Solutions)*

**Clinically shown** natural acne treatment to help control oil and reduce and prevent blemishes without irritating skin.

- Dermatologist-Tested
- Non-Irritating
- Non-Comedogenic  
(does not clog pores)
- Active Ingredient is Salicylic Acid, naturally derived from the Black Willow tree.
- Each Anti-Blemish Solutions product has an NPN (Natural Product Number) awarded from Health Canada.
- 99 – 100% Natural Origin



## Soft Transition April, 2021

**NEW formula** will include an on trend ingredient: **Cica** (Centella Asiatica), renowned for its skin soothing, anti-inflammatory and conditioning properties.

99 - 99.9% Natural Origin



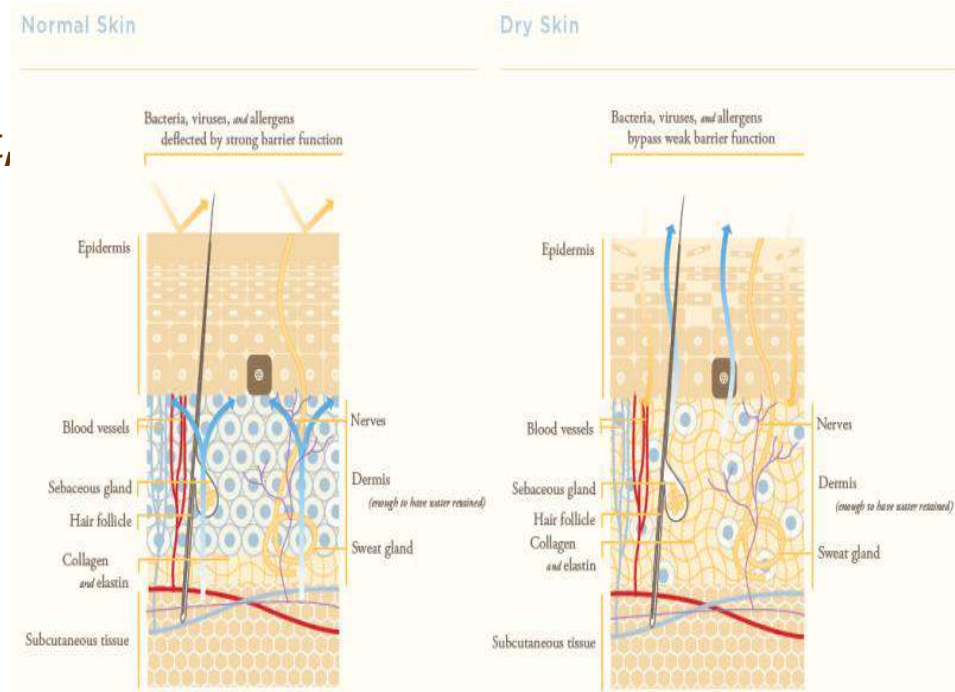
# Dry Skin

**What's Happening:** The epidermis has a compromised hydro-lipid barrier resulting in water loss and weakening of the skin's barrier function.

**Common Causes:** seasonal change in humidity, over-use of harsh cleansers or chemical exfoliants, dehydration, stress, diet, change in hormone balance, some medications and/or medical conditions such as diabetes or thyroid disorders.

**Skin Appears:** dull, flaky, red/irritated, loose/crepey, with intensified lines and wrinkles.

**May be described as:** dry, tight, itchy, red, sensitive.





# NEW Hydrating Skin Care Line

## Truly Glowing™

*Burt's Bees® Truly Glowing™ Skin Care naturally boosts skin's moisture above and below the surface.\**



- ❖ 7 Product Skin Care Line
- ❖ 5 Product Regimen above for Normal to Combination Skin

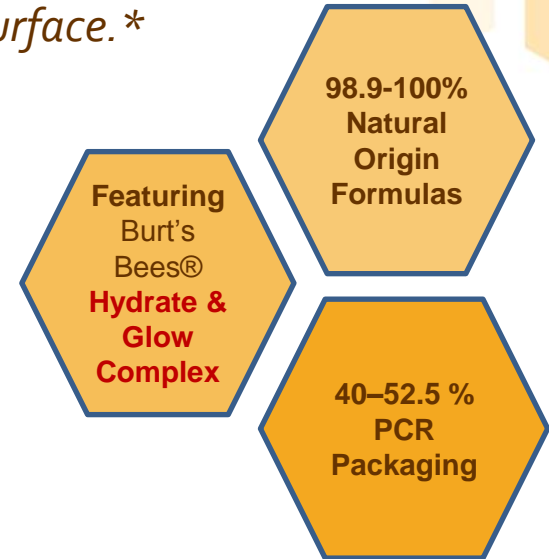
- ❖ 2 Dry Skin items can be used instead of regular regime of gel cream and night cream

*\*Claim does not apply to Truly Glowing™ Gel Cleanser or Truly Glowing™ Glow Booster.*

\*\*US Dermatologist Approved Natural Skincare Brand

# Truly Glowing™ Skin Care

*Boosts skin's moisture above and below the surface.\**



- ❖ **Refreshing Gel Cleanser:** Refresh and reset skin with this gentle cleansing gel with naturally derived Hyaluronic Acid (HA).
- ❖ **Reawakening Glow Booster:** Amp up your glow with antioxidant-rich oils for a more nourished, glowing complexion.
- ❖ **Replenishing Gel Cream:** This complete formula boosts skin's moisture, cushioning it and allowing it to reflect more light and appear radiant.
- ❖ **Restoring Night Cream:** Rest and Restore. Instantly soothing, for a lasting cushion of nourishing moisture that hydrates and restores skin.
- ❖ **Reawakening Gel Eye Cream:** Reawaken tired skin with the three-dimensional moisture of Eye Gel Cream for a rested and radiant look.

## Dry Skin

- ❖ **Replenishing Power Day Lotion :** Repair and protect skin's natural moisture barrier with HA and our Hydrate & Glow Complex.
- ❖ **Restoring Power Night Cream:** Restore and quench dry skin with deep nourishing, hydrating HA and our Hydrate & Glow complex

*\*Claim does not apply to Truly Glowing™ Gel Cleanser or Truly Glowing™ Glow Booster.*

# Truly Glowing's 'Hydrate & Glow Complex'

*Our Hydrate & Glow complex is an intentional blend of **humectants, oils and emollients** — all things that your skin makes on its own to keep its cells plumped and hydrated.*

Humectants  
(attract & bind water)



**Glycerin:** Palm derived, it binds water internally within cells and helps strengthen the moisture barrier of skin.



**Sodium PCA (NaPCA):** Derived from the sugarcane stem, naturally occurs in skin but decreases with age. Extremely water absorbent, it can hold several times its weight in water, thus helping to reduce loss of moisture

Oils



**Oils:** Including Jojoba Seed and Safflower Oils, that protect the skin barrier from environmental stressors and prevent internal water loss due to evaporation. They are rich in linoleic acid, an essential fatty acid that is crucial for cellular function and normal barrier function.

Emollients  
(reinforce skin's  
moisture barrier  
to lock in hydration)



**Inulin:** Derived from Chicory root (Belgium) and Agave (Mexico), it binds water in the skin or absorbs it from humid environments to increase cellular hydration within the skin barrier.

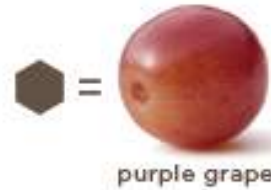


**Squalane:** Derived from the sugarcane stem, it forms a thin, breathable layer on the skin, preventing any internal water loss and helping to guard against penetration from any harsh, environmental stressors. An excellent emollient and hydrating agent, decreasing roughness and increasing skin elasticity.

# How Much? Guideline



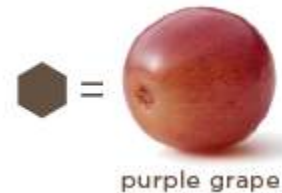
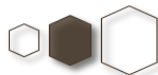
## AMOUNT SIZING:



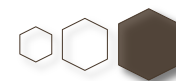
serums,  
treatments,  
eye cream



day lotions/creams  
night creams



cleansers,  
toner waters,  
masks





# Truly Glowing™ Gel Cleanser

*When your skin's moisture barrier is weakened, moisture loss and irritation can result. Our Gel Cleanser will nourish skin as it cleans for soft, resilient, radiant skin.*

- ❖ Naturally-derived **Hyaluronic Acid** will refresh and reset skin
  - ❖ Hyaluronic Acid (HA) is a hydrator used to help to bring water to the skin.
  - ❖ HA is able to hold up to 1,000 times its molecular weight in water.
  - ❖ HA penetrates skin and binds water to skin cells, hydrating all layers of the skin.
- ❖ Intensely hydrates & nourishes skin as it cleans
- ❖ Dermatologist Approved Natural Skincare Brand
- ❖ Packaging: Tube 52.5% PCR; Flip top closure 50% PCR;  
All components are curbside recyclable or through Terracycle



**How to Use:** Use a grape size amount and massage cleanser into skin in upward circles. Spend a few extra moments on areas with heavier makeup or oilier tendencies. Rinse with warm water and gently pat dry. Use morning and night.

99.9 % Natural Origin



792850911635 91163-04 Truly Glowing Gel Cleanser 3/18

MSRP	Size
\$14.99	170g

\*\*US Dermatologist Approved Natural Skincare Brand

INGREDIENTS: water, decyl glucoside, glycerin, pentylene glycol, betaine, glycolipids, carrageenan, citric acid, coco-glucoside, glyceryl oleate, xanthan gum, sucrose, sodium hyaluronate, tocopherol, hydrogenated palm glycerides citrate, lecithin, fragrance\*, sodium benzoate, ascorbyl palmitate, linalool \*natural fragrance

# Truly Glowing™ Glow Booster

*Get Glowing! Greet each day with a brighter outlook — and a more nourished, glowing complexion.*

- ❖ Formulated with a powerful blend of antioxidant-rich oils including **Jojoba and Castor oils**.
- ❖ Featuring **Bakuchiol**, a plant-based ingredient and a gentle retinol alternative, helps to stimulate collagen production, reduce the appearance of fine lines and wrinkles, improve skin firmness and brighten skin.
- ❖ Dermatologist Approved Natural Skincare Brand
- ❖ Packaging: Paperboard carton is 40% PCR; bottle & carton are curbside recyclable or through Terracycle; dropper recyclable through Terracycle



**How to Use:** After cleansing, once dry, smooth a few drops of Glow Booster onto fingertips and dot it onto face. Smooth into skin, working in upward circles until absorbed.

**Tip:** Protect this product from excessive heat and direct sun to maintain integrity of the oil.

100 % Natural Origin



792850911680 91168-04 Truly Glowing Glow Booster 2/12

MSRP	Size
\$19.99	15ml

\*\*US Dermatologist Approved Natural Skincare Brand

INGREDIENTS: simmondsia chinensis (jojoba) seed oil, coconut alkanes, squalane, ricinus communis (castor) seed oil, caprylic/capric triglyceride, carthamus tinctorius (safflower) seed oil, coco-caprylate/caprate, tocopherol, helianthus annuus (sunflower) seed oil, bakuchiol, fragrance\*, geraniol, hydroxycitronellal, linalool \*natural fragrance

# Truly Glowing™ Eye Gel Cream

*See the Way. With the three-dimensional moisture of Eye Gel Cream, a rested and radiant look is always within reach.*

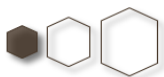
- ❖ Boosts skin's moisture above and below the surface
- ❖ Reawaken tired skin illuminating **Hydrate & Glow complex** - an intentional blend of humectants, oils and squalane —to keep skin cells plumped and hydrated.
- ❖ Skin reflects more light and appears radiant
- ❖ Fragrance Free.
- ❖ Dermatologist Approved Natural Skincare Brand
- ❖ Packaging: paperboard carton 40% PCR; carton is curbside recyclable, airless pump & bottle are recyclable through Terracycle



**How to Use:** After cleansing, tap a rice size amount beneath eyes using ring finger, working outward toward temples, until the cream has been absorbed. Use day and night.

**Tip:** Apply under eye area before putting on concealer or makeup for a smooth finish. Allow 1-2 minutes for full absorption before applying makeup.

98.9 % Natural Origin



792850911697 91169-04 Truly Glowing Gel Eye Cream 3/12

MSRP	Size
\$19.99	14.1g

\*\*US Dermatologist Approved Natural Skincare Brand

INGREDIENTS: water, glycerin, caprylic/capric triglyceride, isoamyl laurate, inulin, mango butter dimer dilinoleyl esters/dimer dilinoleate copolymer, squalane, theobroma grandiflorum seed butter, polyglyceryl-6 distearate, carthamus tinctorius (safflower) seed oil, hydrolyzed pea protein, propanediol, simmondsia chinensis (jojoba) seed oil, jojoba esters, sclerotium gum, xanthan gum, polyglyceryl-3 beeswax, cetyl alcohol, sodium hyaluronate, lecithin, tocopherol, pullulan, caramel, lactic acid, glycine soja (soybean) oil, silica, potassium sorbate, phenoxyethanol

# Truly Glowing™ Gel Cream

*Return to Radiance. When skin is completely hydrated, it better reflects light for real, measurable radiance. See the difference with our Gel Cream.*

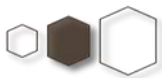
- ❖ Gel Cream is the Hero of the line
- ❖ Boosts skin's moisture above and below the surface
- ❖ Replenish skin with illuminating **Hydrate & Glow complex** - an intentional blend of humectants, oils and squalane —to keep skin cells plumped and hydrated.
- ❖ Skin reflects more light and appears radiant
- ❖ Dermatologist Approved Natural Skincare Brand
- ❖ Packaging: paperboard carton 40% PCR; all components are curbside recyclable or through Terracycle



99 % Natural Origin

**How to Use:** After cleansing, smooth a thin, even layer of Gel Cream onto clean face and neck. Massage gently into skin in upward circles until it's completely absorbed. Use day or night.

**Tip:** Allow 1-2 minutes for full absorption before continuing with regimen or make up.



792850911673 91167-04 Truly Glowing Gel Cream 3/12

MSRP	Size
\$19.99	51g

\*\*US Dermatologist Approved Natural Skincare Brand

INGREDIENTS: water, caprylic/capric triglyceride, glycerin, garcinia indica seed butter, inulin, isoamyl laurate, squalane, polyglyceryl-6 distearate, carthamus tinctorius (safflower) seed oil, hydrolyzed pea protein, propanediol, simmondsia chinensis (jojoba) seed oil, helianthus annuus (sunflower) seed oil, sclerotium gum, jojoba esters, sodium PCA, polyglyceryl-3 beeswax, cetyl alcohol, xanthan gum, tocopherol, silica, lecithin, glycine soja (soybean) oil, pullulan, fragrance\*, potassium sorbate, phenoxyethanol, geraniol, hydroxycitronellal, linalool \*natural fragrance



# Truly Glowing™ Night Cream

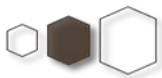
*Rest and Restore. Treat your skin to an overnight reset. Our Night Cream is instantly soothing, creating a lasting cushion of nourishing moisture that hydrates and restores skin while you sleep.*

- ❖ Boosts skin's moisture above and below the surface
- ❖ Replenish skin with illuminating **Hydrate & Glow complex** - an intentional blend of humectants, oils and squalane —to keep skin cells plumped and hydrated.
- ❖ **Mango Butter** provides antioxidants and anti-inflammatory, properties for overnight care.
- ❖ Skin reflects more light and appears radiant
- ❖ Dermatologist Approved Natural Skincare Brand
- ❖ Packaging: paperboard carton 40% PCR; all components are curbside recyclable or through Terracycle



**How to Use:** After cleansing, smooth a thin, even layer of Night Cream onto face and neck. Massage gently into skin in upward circles until it's completely absorbed.

98.9 % Natural Origin



792850911659 91165-04 Truly Glowing Night Cream 3/12

MSRP	Size
\$19.99	51g

\*\*US Dermatologist Approved Natural Skincare Brand

INGREDIENTS: water, glycerin, mango butter dimer dilinoleyl esters/dimer dilinoleate copolymer, bentonite, caprylic/capric triglyceride, undecane, C10-18 triglycerides, beeswax, inulin, squalane, candelilla/jojoba/rice bran polyglyceryl-3 esters, glyceryl stearate, tridecane, carthamus tinctorius (safflower) seed oil, hydrolyzed pea protein, fragrance\*, simmondsia chinensis (jojoba) seed oil, cetearyl alcohol, sodium stearyl lactylate, silica, sodium PCA, xanthan gum, lecithin, sclerotium gum, pullulan, tocopherol, potassium sorbate, phenoxyethanol, amyl cinnamal, citral, citronellol, hydroxycitronellal, geraniol, linalool \*natural fragrance

# Truly Glowing™ Day Lotion - *Dry Skin*

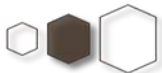
*Stress and environmental elements can disrupt the skin's moisture barrier, leaving it dry and unbalanced. Repair and return to Radiance.*

- ❖ Boosts skin's moisture above and below the surface
- ❖ Intense hydration with naturally-derived **Hyaluronic Acid**. Instantly hydrates at the surface, then sinks in deeply to rebalance and repair very dry skin.
- ❖ Replenish skin with illuminating Hydrate & Glow complex - an intentional blend of humectants, oils and squalane —to keep skin cells plumped and hydrated.
- ❖ **Sunflower Seed Oil** provides vitamin E, rich in nutrients and antioxidants.
- ❖ Skin reflects more light and appears radiant
- ❖ Dermatologist Approved Natural Skincare Brand
- ❖ Packaging: paperboard carton 40% PCR; carton is curbside recyclable, airless pump & bottle are recyclable through Terracycle



**How to Use:** Smooth a thin, even layer of Day Lotion onto clean skin. Massage it gently into your skin in upward circles until it's completely absorbed for perfectly hydrated, bare-faced beauty.

98.9 % Natural Origin



792850911703 91170-04 Truly Glowing Day Lotion for Dry Skin 3/12

MSRP	Size
\$19.99	51g

\*\*US Dermatologist Approved Natural Skincare Brand

INGREDIENTS: water, helianthus annuus (sunflower) seed oil, glycerin, squalane, cetyl alcohol, inulin, zea mays (corn) starch, carthamus tinctorius (safflower) seed oil, hydrolyzed pea protein, fragrance\*, simmondsia chinensis (jojoba) seed oil, butyrospermum parkii (shea) butter, sucrose stearate, zinc oxide, sucrose polystearate, glyceryl laurate, silica, xanthan gum, sodium PCA, sodium stearyl lactylate, hydrolyzed jojoba esters, lecithin, citric acid, sodium hyaluronate, jojoba esters, potassium sorbate, phenoxyethanol, amyl cinnamal, citral, citronellol, hydroxycitronellal, geraniol, linalool \* natural fragrance

# Truly Glowing™ Night Cream – Dry Skin

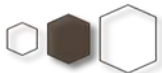
*Rest and Restore. Treat skin to deep, nourishing moisture each night.*

- ❖ Boosts skin's moisture above and below the surface
- ❖ Intense hydration with naturally-derived **Hyaluronic Acid**.  
Intensely hydrates at the surface, then sinks in deeply to rebalance and quench very dry skin for a luminous next-day glow.
- ❖ Reawaken tired skin with illuminating **Hydrate & Glow complex** - an intentional blend of humectants, oils and squalane —to keep skin cells plumped and hydrated.
- ❖ **Mango Butter** provides antioxidants and anti-inflammatory, properties for overnight care.
- ❖ Skin reflects more light and appears radiant
- ❖ Dermatologist Approved Natural Skincare Brand
- ❖ Packaging: paperboard carton 40% PCR;  
all components are curbside recyclable or through Terracycle



98.9 % Natural Origin

**How to Use:** After cleansing, smooth a thin, even layer of Night Cream for Dry Skin onto face and neck. Massage gently into skin in upward circles until it's completely absorbed.



**Tip:** Apply to just washed skin. Damp skin acts like a sponge, quickly absorbing whatever comes its way. (That's damp, not wet.)

79285091666 91166-04 Truly Glowing Night Cream for Dry Skin 3/12

MSRP	Size
\$19.99	51g

†\*\*US Dermatologist Approved Natural Skincare Brand

INGREDIENTS: water, caprylic/capric triglyceride, glycerin, bentonite, mango butter dimer diinoleyl esters/dimer diinoleate copolymer, undecane, squalane, C10-18 triglycerides, inulin, simmondsia chinensis (jojoba) seed oil, beeswax, tridecane, carthamus tinctorius (safflower) seed oil, candelilla/jojoba/rice bran polyglyceryl-3 esters, glyceryl stearate, hydrolyzed pea protein, fragrance\*, cetearyl alcohol, sodium stearoyl lactylate, silica, sodium PCA, xanthan gum, lecithin, sclerotium gum, sodium hyaluronate, pullulan, tocopherol, potassium sorbate, phenoxethanol, amyl cinnamal, citral, citronellol, geraniol, hydroxycitronellal, linalool \*natural fragrance

# Truly Glowing Product Usage Directions

## The Daily Regime

**1/ am,pm Gel Cleanser:** Massage cleanser into your skin in upward circles. Rinse with warm water and gently pat dry; soft, clean, glowing skin is yours.

**2/ am,pm Glow Booster:** Smooth a few drops onto your clean face, working in upward circles until absorbed.

**3/ am,pm Eye Gel Cream:** Tap a bit of Eye Gel Cream beneath your eyes and gently smooth it across your skin using your ring fingers, working outward toward your temples.

**4/ am Gel Cream:** Smooth a thin, even layer of Gel Cream onto clean skin. Massage it gently into your skin in upward circles until it's completely absorbed for perfectly hydrated, bare-faced beauty.

**5/ pm Night Cream:** Smooth a thin, even layer of Night Cream onto your face and neck. Massage it gently into your skin in upward circles until it's completely absorbed.

### **DRY SKIN – substitute above #4 and #5 with below items**

**4/ am Dry Day Lotion:** Smooth a thin, even layer of Day Lotion onto clean skin. Massage it gently into your skin in upward circles until it's completely absorbed for perfectly hydrated, bare-faced beauty.

**5/ pm Dry Night Cream:** Smooth a thin, even layer of Night Cream onto your face and neck. Massage it gently into your skin in upward circles until it's completely absorbed.



# Thank You!



CHRISTINE JACKSON  
National Education Manager,  
BURT'S BEES® Canada

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