

our purpose

reconnect people

TO THE WISDOM, POWER AND BEAUTY OF

nature

conscious skin care

We center our work around the wellbeing of people and the natural world—because when we're more connected, we thrive. Many of our 2020 sustainability goals have become part of our everyday practices—this is how we live our purpose and make products that work well and do well.



We strive for 100% natural origin formulas, and all of our products are over 95% natural origin.

We formulate without phthalates, parabens, petrolatum and sodium lauryl sulfate (SLS).



LEAPING BUNNY CERTIFIED

We do not test our products on animals or ask anyone else to do so on our behalf.



We invest globally in communities that support our supply chain, helping to safeguard access to clean water, support the empowerment of women and children, and promote health, safety and biodiversity.



Our packaging is recyclable curbside or through TerraCycle®. We avoid over-packaging, use high levels of post-consumer recycled materials, and choose plastics that are more easily recycled.



We've kept all of our operational waste out of landfills since 2010, diverting everything to compost bins, recycling centers or waste-to-energy facilities.



CARBONNEUTRAL® CERTIFIED

Since 2015, we've invested in projects that reduce carbon pollution in the atmosphere to offset the carbon emissions from our facilities, transportation of our raw materials and finished products, and employee travel.

2020 impact

Our proudest accomplishments from 2012 to 2020, by the numbers.

100% OF PACKAGING RECYCLABLE

curbside or through TerraCycle®

50% RECYCLED MATERIALS

on average used across our packaging

99.6%
NATURAL ORIGIN
AVERAGE

across our product portfolio

\$4.1 MILLION IN GRANTS

issued by the Burt's Bees
Foundation to protect biodiversity
and reconnect people to nature



\$1.5 MILLION+
IN GRANTS
AND PRODUCT DONATIONS

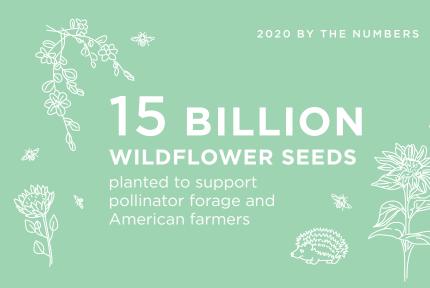
to frontline workers and vulnerable populations at the onset of Covid-19

9,506 EMPLOYEE VOLUNTEER HOURS

spent in service to our community during the workday as part of our Live the Greater Good program

5,000+ GLOBAL BEE SPECIES

researched as part of the Half Earth Project in partnership with E.O. Wilson Biodiversity Foundation



145,000 ACRES OF POLLINATOR FORAGE

supported through our efforts to increase pollinator forage near farmland

#1 BRAND

IN US TAKING ACTION FOR PEOPLE AND BIODIVERSITY

In Union for Ethical BioTrade's Biodiversity Barometer Report in 2018 and 2020

115 SITES VISITED IN 25 COUNTRIES

since we began our Responsible Sourcing program in 2010

45% OF OILS, WAXES AND BUTTERS

we purchase directly traced to origin and verified with on-site visits

20,000+ LIVELIHOODS IMPACTED

through our Responsible Sourcing Assessments, thirdparty audits and Global Supply Chain Investment Program

GLOBAL SHEA ALLIANCE

and Responsible Mica Initiative

thriving together with the Natural world

We envision a world where people are doing well by nature and for nature, without compromise.

As we considered the impact we want to have in the next five years, we chose to focus our energy on making fundamental shifts in systems that will enable a more connected and stable relationship between people and nature. When we realize the value of nature in our lives, we are emboldened to shift what we make and how we live as a part of the natural world, not apart from it.









2025 IMPACT VISION

To guide our actions and help us build a better world together.

FULL-CIRCLE FUTURE

Reduce waste and energy, and work toward a circular economy

NET ZERO PLASTIC TO NATURE

- 100% of packaging recyclable, reusable or compostable
- 50% reduction in virgin materials (plastic and fiber) by 2030 and 33% by 2025
- Invest in U.S. recycling infrastructure for an increase in recycling of plastic that's equal to our plastic footprint

A CLIMATE-FOCUSED FUTURE

- 100% renewable electricity through virtual power purchase agreements
- Offset remaining carbon emissions from our facilities, the transportation of our raw materials and finished products, and employee travel

RESILIENT COMMUNITIES

Uplift communities and improve sourcing practices

50,000 LIVELIHOODS SUPPORTED

- 20 Global Supply Chain Investment Program projects help safeguard access to clean water, support women's and children's empowerment, and promote health, safety and biodiversity
- Responsible Sourcing assessments & <u>third-party audits</u> help ensure the wellbeing of workers, upholding human rights, health & safety, labor standards and practices, business ethics and environmental protections

FULL-CIRCLE future

The circular economy operates like a healthy ecosystem—it's a constant exchange of resources and energy where nothing is wasted. We're working toward a cleaner future for our home planet by zeroing in on our packaging and energy impacts.

NET ZERO PLASTIC TO NATURE

To reach our goal of net zero plastic to nature, we're focusing first on changes we can make within our value chain—cutting our use of virgin packaging materials (plastic and fiber) by 33% by 2025 and 50% by 2030. We are also working toward 100% recyclable, reusable or compostable packaging by 2025. These initiatives were developed in alignment with the <u>Ellen MacArthur Foundation's New Plastics Economy Global Commitment</u>, which sets a vision of a circular economy for plastic.



To improve recycling rates outside of our value chain, we're joining forces with <u>The Recycling Partnership</u> to fund infrastructure improvements in U.S. municipal recycling systems.

In addition, we will invest in plastic waste collection and recycling credits that would lead to recovery and recycling of at least as much plastic as our own plastic footprint. Measurement and accounting methodology will align with the <u>Plastic Waste Reduction Standard</u>, which enables robust accounting, verification and reporting on the impact of projects that increase plastic waste collection and/or recycling.





We already use 50% recycled materials across our portfolio, avoid over-packaging, and limit mixed materials. Currently, all of our products are recyclable curbside or through <u>TerraCycle</u>*.









A PLASTICS PROBLEM





8M metric tons of plastic end up in the ocean each year. (That's roughly the weight of one billion elephants.)



We saw some of it firsthand at the <u>first-ever Ocean Plastics</u> <u>Leadership Summit</u>, held at the swirling oceanic trash vortex known as the North Atlantic Gyre. This experience and the relationships we formed helped inform our 2025 Full-Circle Future strategy for packaging.





We came together with <u>The Sustainability Consortium</u> and industry stakeholders to form a group that will study the limitations and opportunities of our recycling system to capture and process small plastic, metal and glass packaging. Currently, anything under 2"x 2" is believed not to be captured by recycling sorters.



CLEANER WAY TO CLEANSE

We're thrilled to introduce our partnership with Loop and launch our new Truly Glowing Gel Cleanser in a reusable glass bottle with waste-free delivery and return via **Loopstore.com** or **LoopbyUlta.com**. Reuse is one of the most effective ways to reduce waste and lower the climate impacts associated with packaging materials. *US only



REFILLABLE BALM

The PopGrip Lips x Burt's Bees collaboration puts a refillable balm in the palm of your hand.



HYBRID TUBE

Made from plant-based bio resin (from upcycled potatoes!) and post-consumer recycled plastic it holds our new Rescue Balm!



resilient COMMUNITIES

We believe the natural world holds the solutions for our greatest wellbeing.

We use nearly 1000 ingredients from more than 100 countries around the world. We're investing in traceable, transparent and resilient supply chains to support the livelihoods of the people in the communities where we source our ingredients.

We've impacted over 20,000 livelihoods through a combination of Responsible Sourcing assessments, third-party audits and our Global Supply Chain Investment Program. Responsible Sourcing assessments and third-party audits help ensure the wellbeing of workers by upholding human rights, health and safety, labor standards and practices, business ethics and environmental protections.

Through our Global Supply Chain Investment Program, we work together with our ingredient sourcing communities, our suppliers, industry collaborations, donors and NGOs to develop projects that help safeguard access to clean water, support women's and children's empowerment, and promote health, safety and biodiversity. We've completed 10 projects across nine ingredient sourcing communities: Beeswax in Tanzania and Vietnam, Shea in Ghana and Burkina Faso, Carmine in Peru, Cupuaçu in Brazil, Palm Glycerin in Indonesia, Mica in India and Almond in the United States. We aim to double our projects and grow our impact as we look toward 2025.



We also improve practices in global supply chains on a larger scale beyond our own needs through our leadership in industry consortiums. We believe in the power of collective impact and mutual recognition to achieve more together than we can alone.

We are founding members of the <u>Global Shea Alliance</u> and <u>Responsible Mica Initiative</u>, and we actively participate with <u>Sedex</u> and <u>AlM-Progress</u>, where, as part of the leadership team, we help drive positive impacts through responsible sourcing.



SOURCE OF SHIMMER: Our Mica Vision

As founding members of the Responsible Mica Initiative (RMI), we attended the RMI meeting in India and visited mica sourcing communities in February 2020.

During this visit, we met with local government officials in Ranchi, Jharkhand, that led to the creation of the <u>Sustainable Mica Policy and Framework Vision</u>.

EXTRA CARE: Responsibly Sourced Waxes, Butters & Oils

Our 100% natural origin lip care and lip color products are packed with the most nourishing oils, waxes and butters from around the world.

We've made it a priority to connect with the communities who produce these ingredients and invest in supply chain improvements and community empowerment programs.

We've visited almost all of our wax (96%) and butter (97%) sources—and nearly half of all of our directly purchased wax, butter and oil sources globally.



A CLEAR FUTURE

Our new Natural Acne Solutions and Res-Q Balm contain responsibly sourced Cica (aka Gotu Kola or Tiger Grass) from Madagascar. Its harvested by women collector groups while children attend school. We're working to expand existing school facilities to increase opportunity for children in Cica communities.







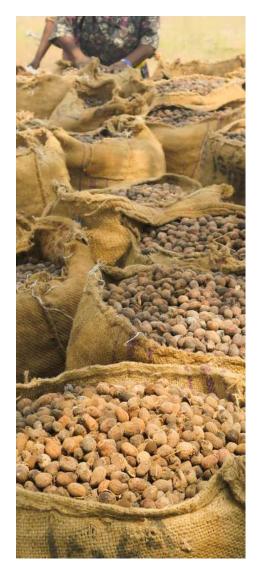


BOUNTY OF BEES

Community-Sourced Beeswax

Our products feature <u>beeswax</u> that's both wild-harvested from tree hives on Tanzanian game preserves and collected by backyard beekeepers in Vietnam.

In partnership with our beeswax supplier and local partners, we provide regionally appropriate personal protective equipment for our beekeepers as part of our Global Supply Chain Investment Program.







WOMEN'S GOLD Uplifting Women in Shea

In partnership with our Shea suppliers, the <u>Global Shea Alliance</u> and <u>USAID</u>, our Global Supply Chain Investment Program has supported several projects in West African Shea communities.

6,700 WOMEN trained to build fuel-efficient cook stoves that help improve safety conditions for their families and increase efficiency of daily cooking

8,850 WOMEN trained on quality Shea kernel processing

4,700 WOMEN

received cooperative development training

200 COOPERATIVES REGISTERED

1 WAREHOUSE CONSTRUCTED for Shea kernel and shea butter aggregation

1 PROCESSING CENTER CONSTRUCTED

for shea kernel roasting and Shea butter production



CARE WITH intention

Self Care, Standards and Transparency

We believe that beginning and ending each day with intentional care nourishes the self and the spirit. That's why we seek to provide accessible and effective natural skin care products as a kinder option for skin and planet—and more than 22 million US households* use our products every day. So, we hold ourselves to higher standards and are working to elevate standards across our industry for quality and transparency.

ISO 16128 & Natural Origin

Even with the growth in the natural personal care category, we still lack global regulatory definitions for natural ingredients and products.

We helped advance the development of the first and only international consensus-based guidelines for natural and organic cosmetic products: International Organization for Standardization (ISO) 16128.

We believe ISO 16128 will help provide uniform criteria for the industry and we're applying it across our products to guide our calculation of natural origin percentage, which we have long made a point to include on the front our packaging.

*IRI Panel: 52wks ending 9-6-2020

BEYOND NATURAL ORIGIN

ISO 16128 does *not* require thresholds of natural content or prohibit certain ingredients. Our product standards will continue to exceed the criteria outlined by ISO 16128.

99.6% NATURAL ORIGIN

We formulate without

PARABENS, PHTHALATES,

PETROLATUM AND SLS

WE USE
NATURAL FRAGRANCES
and offer many fragrance-free options

Non-natural ingredients are only used at low levels, primarily for product safety



BETTER BEAUTY STANDARDS: Our No-Retouching Commitment

We believe we should show women as they are, in their most natural state, and choose not to retouch model imagery in any way that would alter their unique features. We embrace every freckle, pore and gap-toothed smile. We May Touch Up
Minimal Lighting
Minimal Color
Temporary Blemishes
Background
Obstructions
Fly-Away Hair

But Never Change
Pores • Scars • Teeth
Freckles • Wrinkles
Product Color Payoff
Eyelashes/Eyebrows
Physical Features
Skin Tone Integrity

caring through covid-19

At the onset of the pandemic, we took action quickly to ensure the safety of our employees and our communities, without interruption of service to our consumers. Our main US offices have been closed since early March 2020, with work-from-home support and flexibility extended to all office teams. As we operate to get essential products to our communities, we recognize that our frontline teams making and shipping our products are the lifeblood of our company—see how we have their back.

We've supported frontline and vulnerable US populations with more than \$1.5 million in grants and product donations.

We've committed 450,000 in-kind items, from soaps and lotions for area hospitals and food banks to ingredients and bottles for local distilleries making hand sanitizers. We established a partnership of corporate entities in Durham that raised \$1.4M, including our donation of \$100,000 to support rapid response needs in our local community.





We've sent nearly 10,000 units of the most-requested personal care products (hand cream, lip balm, etc.) to hospitals through Donate Beauty.

LISTEN: NATURE BREAK

Research shows that window views, images and sounds of nature can shift the body into a state of relaxation that can, in turn, boost immunity. We created a Spotify playlist to help people stay grounded inside.



2020 IMPACT REPORT NI-5389

NO ONE CAN DO

EVERYONE CAN DO

SOmething

Roxanne Quimby CO-FOUNDER OF BURT'S BEES