

our sustainable cosmetics packaging

all flutter Mascaras

81% PCR Content

Tube:
20% PCR Content



Lipstick Container: 60% PCR Content

Recyclable #5
Polypropylene Plastic+

Single Material Structure

No added base weight



Retractable Eyeliner:
20% PCR Content



Cap:
25% PCR content
Recyclable #5
Polypropylene Plastic

Bottle:
Glass
Fully Recyclable

*Pump Non-Recyclable
due to mixed materials



All
Compacts:
75% PCR
content

*Non-Recyclable due to
mixed materials



Shared outer compact
Differentiated inserts
Optimizes packaging efficiencies

Pencils:
Made from
responsibly sourced
cedar wood

*Non-Recyclable due to
size & mixed materials



Blisters:
PETE Thermoform
50% PCR content
Limited Recyclability*

Paper Card
35% PCR content
Fully Recyclable

*Due to form, size



Leave it to the Pros...

For beautiful results,
most women prefer to
use professional makeup
brushes, so we made the
sustainable choice to
eliminate applicators
except for our custom
powder foundation puff.

+Polypropylene Plastic(PP) is a recyclable thermoplastic polymer widely for packaging. PP's resin identification code is 5, and it is recyclable.

*PCR plastic has already served its original purpose and has been recycled into second item.

**Small items like empty Burt's Bees lip balm tubes can be dropped into a larger plastic bottle before placing into municipal recycling container.

- Burt's Bees avoids over-packaging, chooses high-integrity materials that are more readily recyclable, limits mixed materials and uses innovative recycled materials whenever possible.
- We use vegetable-based inks to print our labels.
- We encourage you to place our empty packaging in municipal recycling** or send to TerraCycle for FREE recycling www.terracycle.com/en-CA/brigades/burts-bees-en-ca

our 'recycle on us' program

When you are finished using a Burt's Bees® product send its packaging to TerraCycle® to be recycled.

WHAT IS TERRACYCLE®?

TerraCycle® is a social enterprise that Burt's Bees® is working with to offer consumers a free recycling program for our personal care, lip care and beauty care packaging.

Once waste is collected from consumers the waste is broken down and separated by material. The material is either **reused** in other countries around the world, **upcycled** into unique products by creating items of higher value using discarded objects, **recycled** and molded into a variety of new products or **composted** into rich organic materials used as industrial fertilizers.



WHAT YOU CAN SEND TO TERRACYCLE®

- Burt's Bees® personal care packaging
- Burt's Bees® lip care packaging
- Burt's Bees® beauty care packaging

HOW YOU CAN SEND TO TERRACYCLE®

- Sign up at <https://www.terracycle.com/en-CA/brigades/burts-bees-en-ca>
- Collect empty packaging and clean out any excess product.
- Ship product to TerraCycle® using their free shipment label.

