

## ENEWSLETTER - FEBRUARY 2021



**SQUEEZY TINTED BALM**  
100 % NATURAL ORIGIN

**EYE SHADOW & BLUSH**  
99.7 % NATURAL ORIGIN

**SUSTAINABILITY:**  
THE JAR AND CAP ARE PP\*  
AND CAN BE RECYCLED  
CURBSIDE OR TERRACYCLE  
(Although curbside may be  
difficult given small size).

**CARTON IS 35% PCR PAPERBOARD  
AND RECYCLABLE CURBSIDE.**

\*PP refers to polypropylene - a safe plastic

We all need a little extra love this year and Valentine's Day is the perfect excuse to pamper yourself and those you love – including your customers - with Burt's Bees® 3 **NEW** versatile cosmetics that will help get the 'Valentine's Glow' on.

Since the eyes are the window to the soul we want to give them a luxurious window treatment with Burt's Bees® new **Color Nurture™ Cream Eye Shadows**. Rich, luxuriously creamy eye shadows, in three nude shades that melt seamlessly onto skin and blend easily. Vitamin E and Berry Fruit Wax nourish delicate eye area while light-reflecting pearl pigments create a lovely shimmery finish. Great on their own, layered with powder eye shadow or even applied as a dual-purpose highlighter.

**Color Nurture™ Cream Blush** delivers a natural flush of highly pigmented, buildable colour. Vitamin E and Berry Fruit Wax, high in antioxidants, nourish skin while Coconut and Jojoba derived emollients instantly moisturize. This on trend form is easy to apply - just dot a small amount onto cheeks and blend with fingertips for a radiant pop of colour and a natural glow. Also great as eyeshadow!

**Burt's Bees® Squeezy Tinted Balms** provide all day moisturization, a hint of natural sheer colour and a healthy-looking shine. This trending format features hydrating Cocoa Butter and responsibly sourced Beeswax to nourish and protect lips. For easy application simply squeeze tube directly to lips.

Discover all four shades – each drenched with their own fresh flavour:

- Watermelon Rush, Sweet Peach, Berry Sorbet and Mandarin Granata

Valentine ready...everyday ready...and always ready to share a little extra love.

**Selling Tip:** Today's environment makes cross-selling an excellent approach. Many people are looking for simple makeup solutions and minimal shopping time. For example, when you are selling our new Cream Eye Shadows to a customer, you can boost your sale and improve the customer experience by also recommending our new Cream Blush and Squeezy Tinted Balm. Conveniently located on one display, these complimentary products help to easily complete their look in a one stop shop.

**Whole Story:** At Burt's Bees we have a true love and appreciation for animals (especially bees) that runs deep in our organization. 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. Products have only ever been tested on human volunteers.

**BEAUTY  
POWERED  
BY NATURE.**



INGREDIENTS  
FROM NATURE



NO ANIMAL  
TESTING



RESPONSIBLE  
SOURCING



RECYCLABLE  
PACKAGING

**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](http://terracycle.ca) for details.

You can withdraw your consent at any time by emailing [buzzaboutburts@burtsbees.com](mailto: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.