

ENEWSLETTER - JANUARY 2021

We are mid-way through winter and our skin is thirsty! Common causes include seasonal change in humidity, indoor heat, dehydration and stress. These issues can compromise skin's hydro-lipid barrier resulting in water loss and weakening of the skin's barrier function. Hydration is here! Now you can recommend a natural origin, thirst-quenching skin care line to customers that is dermatologist approved.

*Introducing Burt's Bees® NEW Truly Glowing™ hydrating skin care line that naturally boosts skin's moisture above and below the surface**

Our Truly Glowing™ line consists of 7 products – a 5-piece regimen for Normal to Combination Skin and 2 additional moisturizers specifically for dry skin. Truly Glowing™ products feature our 'Hydrate & Glow Complex' (HGC) - an intentional blend of proteins, humectants and oils — all things that skin makes on its own to keep its cells plumped and hydrated.

1. **Gel Cleanser:** Gentle cleansing gel with naturally derived Hyaluronic Acid (HA).
2. **Glow Booster:** Antioxidant-rich oils to nourish and amp up skin's glow.
3. **Gel Cream:** Boosts skin's moisture with HGC and responsibly sourced Jojoba Oil.
4. **Night Cream:** Nutrient rich botanicals and HGC provide long-lasting hydration.
5. **Gel Eye Cream:** HGC delivers three-dimensional moisture for a rested look.
6. **Day Lotion for Dry Skin:** Naturally-derived HA and our HGC hydrate, repair and protect skin's natural moisture barrier.
7. **Night Cream for Dry Skin:** Naturally-derived HA and our HGC quenches skin for a luminous next-day glow.

98.9-100% NATURAL ORIGIN



Truly Glowing's complete formula boosts skin's moisture above and below the surface*, cushioning it, allowing it to reflect more light, and appear radiant.

Selling Tip: Ask Customer to describe skin to identify skin type. If they use adjectives like dry, tight, itchy they likely have dry skin and would benefit from using Burt's Bees Truly Glowing™ skin care line.

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

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 for details.

You can withdraw your consent at any time by emailing 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.