

ENEWSLETTER - MARCH 2021



100 % NATURAL ORIGIN

SUSTAINABILITY:

TIN CONTAINER IS 30% PCR, CARTON IS 35% PCR RECYCLABLE CURBSIDE OR THROUGH OUR FREE "RECYCLE ON US" PROGRAM AT TERRACYCLE.COM

Goodness knows we'd all love a miracle in our lives these days. No better time than now to introduce your customers to Burt's Bees® Goodness glows™ Miracle Balm!

This 100% natural origin hydrating balm is the perfect 'keep in your pocket' product to soothe, soften and moisturize dry skin on face, lips, cuticles, elbows, anywhere! Other uses for this multi-purpose product include:

- Define or taper unruly eyebrows
- Apply as a cheek and brow highlighter
- Tame frizzy hair and flyaways

Goodness glows™ Miracle Balm instantly hydrates with Shea Butter and plant-derived Squalane, a lightweight, non-greasy, hydrating oil that absorbs quickly. Community sourced Beeswax creates a breathable barrier to retain moisture and protect skin.

Encourage your customers to add a little miracle to their day, every day!

Selling Tip: Our Goodness glows™ Miracle Balm has a pretty pink hue in the tin but goes on clear so can be applied under makeup or on its own for a fresh, dewy finish.

Whole Story: Burt's Bees®, in partnership with our Shea suppliers (the Global Shea Alliance and USAID), is helping to uplift 'Women in Shea'. Our Investment Program has supported several projects in West African Shea communities with a positive impact on many:

- ✓ 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 built for Shea kernel roasting & Shea butter production.

"No One can do Everything, But Everyone can do Something"
Roxanne Quimby, Co-Founder of Burt's Bees®.

BEAUTY
POWERED
BY NATURE.



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.