

ENEWSLETTER - JUNE 2021



Do you know the difference between the terms 'clean' and 'natural' beauty? If no, you are not alone. 2/3 of shoppers report that 'clean' or 'natural' skin care is important to them and that they are seeking these types of products. However, only 1/3 of shoppers are confident they could differentiate between 'clean' and 'natural' products*.

'Clean Beauty' can be defined as skin care and cosmetics with the 'absence of' the worst potentially harmful chemical ingredients without having any natural ingredients.

Burt's Bees® has always been a 'Clean Beauty' brand by avoiding potentially harmful ingredients. However, Burt's Bees stands out because our products are both 'clean' and 'natural'. On average Burt's Bees formulas are 99.6% natural origin.

While the meaning and popularity of 'clean' will continue to evolve, the tenants of clean beauty (which include safety & sustainability) will continue to grow and have a massive impact on the market moving forward. Regarding the importance of sustainability - 32% of 'clean beauty' purchasers buy 'clean products' because they are better for the environment than traditional products**. Sustainability has always been important to Burt's Bees® too. We outline our sustainability achievements to date and our future environmental goals in our 'impact 2020' report found here:

<https://www.burtsbees.ca/readable-resources/> Under BROCHURES AND HAND OUTS

Next time you want to recommend a 'clean' and 'natural' brand to your customers... remember that Burt's Bees® is the natural choice.

**Source: Burt's Bees Consumer Segmentation 2019*

***Source: Mintel, Clean Beauty: Incl Impact of COVID-19, December 2020; Base: 1,543 internet users aged 18+ who have purchased beauty and personal care products.*

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 www.terracycle.com/en-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.