

ENEWSLETTER - MAY 2021

We have 2 exciting announcements to share with you this month.

1. Burt's Bees® All Aflutter Volumizing Mascara was voted Best New Mascara by Consumers!* This mascara instantly volumizes lashes with a long wearing formula that lasts all day without smudging, flaking or clumping. All Burt's Bees® mascaras are 100% natural origin and made with responsibly sourced Jojoba Oil and community sourced Beeswax to nourish and condition lashes. Hypoallergenic, ophthalmologist tested and available in black, black/brown and a beautiful navy. Perfect for our current makeup approach that emphasizes the eyes. But who doesn't want longer, healthy looking lashes all the time?

2. Introducing the launch of Burt's Bees® **NEW** Education website. A hive of resources to help you better understand our values-driven brand so you can recommend Burt's Bees® nourishing, natural cosmetics and personal care products with confidence. Be inspired to share the wisdom, power and beauty of nature with your customers and embrace it for yourself!

www.burtsbees.ca/education

<https://burtsbees.ca/educatif?lang=fr>

This site is designed especially for you, not consumers. Explore the site and let us know what content is most helpful and what is missing that might help you learn about Burt's Bees® more easily. Complete the online feedback survey by June 30th and enter a draw to WIN one of 3 Burt's Bees product gift kits valued at \$200 each.

**2021 Best New Product for Mascara determined by feedback in a national survey of 17,834 Canadian consumers by BrandSpark International.*

**100 % NATURAL ORIGIN
SUSTAINABILITY:**
81% PCR CONTENT IN TUBE/WAND

35% PCR CONTENT IN PAPER CARD:
FULLY RECYCLED CURBSIDE
OR THROUGH OUR FREE
"RECYCLE ON US" PROGRAM
AT TERRACYCLE.COM

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 www.terracecycle.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.