

ENEWSLETTER - AUGUST 2022

Back to School shopping is in full swing in August. And many of your customers will be searching for acne skin care that will let them put their best face forward this fall.

Acne is a common skin condition where skin pores are clogged with oil, bacteria and dead skin cells. Teens tend to have more acne breakouts because of changing hormones that can stimulate oil production. Stress – which raises cortisol levels – can also cause acne to flare up. And starting a new school year can be stressful!

Educate your customers on the importance of a regular skin care routine that includes the right cleanser, moisturizer and targeted breakout solutions.

Start with Burt's Bees Purifying Gel Cleanser that includes Salicylic Acid, which helps clear away dead skin cells and flush out pores, and Cica, which is a natural ingredient known to soothe skin and reduce inflammation. Pair with our Natural Acne Solutions Deep Cleansing Scrub 2-3 times per week to gently exfoliate and unclog pores.

Dab on Natural Acne Solutions Targeted Spot Treatment to troublesome areas for a targeted breakout defense. And be sure to recommend a moisturizer as acne prone skin still needs hydration. Our Sensitive Solutions Gentle Day Lotion is a great choice — it has soothing Rice Extract and Aloe and improves skin's moisture barrier while soothing visible redness and irritation.

Burt's Bees is clearly a natural choice for Back to School!

Selling Tip: Burt's Bees is the #1 Dermatologist Recommended Natural Skincare Brand in the U.S.* And our Sensitive Solutions skincare line is recognized by the National Eczema Association.

*Based on a September 2021 NielsenIQ national survey of U.S. Dermatologists.



NATURAL ORIGIN:

BURT'S BEES' NATURAL ACNE SOLUTIONS
PURIFYING GEL CLEANSER 98% NATURAL
ORIGIN

NATURAL ACNE SOLUTIONS DEEP
CLEANSING SCRUB 99% NATURAL ORIGIN
NATURAL ACNE SOLUTIONS TARGETED SPOT
TREATMENT 99.9% NATURAL ORIGIN
SENSITIVE SOLUTIONS GENTLE DAY LOTION
98.8% NATURAL ORIGIN

SUSTAINABILITY:

PURIFYING GEL CLEANSER BOTTLE IS 80%
PCR AND BOTTLE AND CAP ARE CURBSIDE
RECYCLABLE.

DEEP CLEANSING SCRUB, TARGETED
SPOT TREATMENT AND SENSITIVE
SOLUTIONS GENTLE DAY LOTION AIRLESS
PUMP AND BOTTLE ARE RECYCLABLE
THROUGHTERRACYLE. www.TerraCycle.com

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POWERED
BY NATURE.



BURT'S BEES
TRUE TO NATURE™

Burt's Bees packaging can be recycled in your municipal curbside program or free of charge through our "Recycle on Us" program with TerraCycle Canada.

Please go to www.terracycle.com/en-CA/ for details.

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