

ENEWSLETTER - JULY 2022



ALL BURT'S BEES® LIP CARE
AND LIP COLOUR PRODUCTS ARE
100% NATURAL ORIGIN

SUSTAINABILITY:
LIP BALM TUBE IS 50% POST-CONSUMER
RECYCLED (PCR) PLASTIC.
LIP BALM AND SQUEEZY TINTED LIP
BALMS ARE RECYCLABLE THROUGH
TERRACYCLE. www.TerraCycle.com

Juicy fresh fruit is yet another reason to love our Canadian summer season! Burt's Bees® Tropical Pineapple Lip Balm and our Squeezy Tinted Lip Balm in Summer Melon are two natural choices to recommend to customers who love lip care with fresh fruit flavours.

Our Pineapple Lip Balm pairs lasting hydration with delicious juicy pineapple flavour. Burt's Bees Squeezy Tinted Lip Balms – available in 5 shades/flavours - deliver sheer colour that moisturizes lips and delivers a healthy looking shine with a unique burst of fruit flavour reflective of each shade name. Berry Sorbet, Mandarin Granita, Sweet Peach, Watermelon Rush and Summer Melon.

All Burt's Bees Lip Balms and lip colour products feature responsibly sourced beeswax. Beeswax is an occlusive, meaning it forms a moisturizing, breathable layer on the surface of lips to hold moisture in and protect the delicate skin of lips.

The Whole Story: In October 2021 Burt's Bees launched our SheKeeper program that empowers women in Shea-producing communities to adopt beekeeping. SheKeeper will create an opportunity for at least 600 women to expand their skill set, opening new career paths for an entire generation. Participants will select a beekeeping partner and work as a team managing the hives to collect and sell the honey and wax. The SheKeeper program will create new jobs while building the capacity of 1,200 smallholders (small-scale farmers), at least half of whom are women.

SheKeeper is a \$2 million, three-year partnership with our shea and beeswax suppliers, the U.S. Agency for International Development (USAID), and Partnership for Natural Ingredients. The SheKeeper program will help to diversify income of Shea producers to include beeswax and honey and to increase exports from West Africa.

BEAUTY
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.

You can withdraw your consent at any time by emailing education@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.