

ENEWSLETTER - SEPTEMBER 2022

Facts about Lips

The skin on your lips is the thinnest and most sensitive compared to anywhere else on your body. Lips do not have oil glands (sebaceous glands) nor sweat glands so they are especially prone to dryness. Add with the eating, drinking, smiling and exposure to the elements, your lips are put through the ringer on a daily basis. Especially as cooler weather approaches.

How to Take Care of Your Lips

A daily lip care routine is critical to keeping them hydrated and protected every single day. Burt's Bees 100% natural origin lip care products deliver all that is needed for a complete lip care routine to keep your lips - and your customers' lips - hydrated and feeling healthy all year round.

Hydrate and Protect

Since lips don't produce their own oils, it is important to layer on a lip balm or lip butter. The natural waxes and oils condition lips, and ingredients like Beeswax create a breathable, physical layer over your skin to lock in moisture. You can opt for a tinted lip balm or layer a lip balm under your favorite lip colour. UV rays can damage collagen, so lip care with SPF is recommended. Burt's Bees Tinted Lip Balms with SPF30 provide the perfect combination of care and colour.

Deep Condition

Your skin cells go into repair mode while you sleep, making bedtime a prime time to apply a conditioning lip treatment with ingredients like ceramides. Ceramides are oils found naturally in skin and are necessary for maintaining lips' natural moisture barrier. For best results, apply Burt's Bees Lip Scrub first to help buff away dry skin, restore smoothness and prep your lips and then apply our ceramide-rich Overnight Lip Treatment.

Don't lick your lips!

Each time you lick your lips, it can dry them out more. Which is the opposite of what you want, right? So reach for a Burt's Bees lip balm for lip hydration but resist licking those juicy flavours!



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AND LIP COLOUR PRODUCTS
ARE 100% NATURAL ORIGIN

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