

CARING FOR BABY'S PRECIOUS SKIN

Burt's Bees Baby products are all Pediatrician tested.

Safe, natural and effective products of the highest standards for your baby including gentle washes, lotions and diaper care to cleanse, soothe and protect baby's skin. We work with the most experienced mother we know. Mother Nature.

NATURAL ORIGIN

At Burt's Bees we have always displayed the "% Natural" on the front of our packaging for full transparency so that everyone can see the exact % of our formula that consists of ingredients from nature.

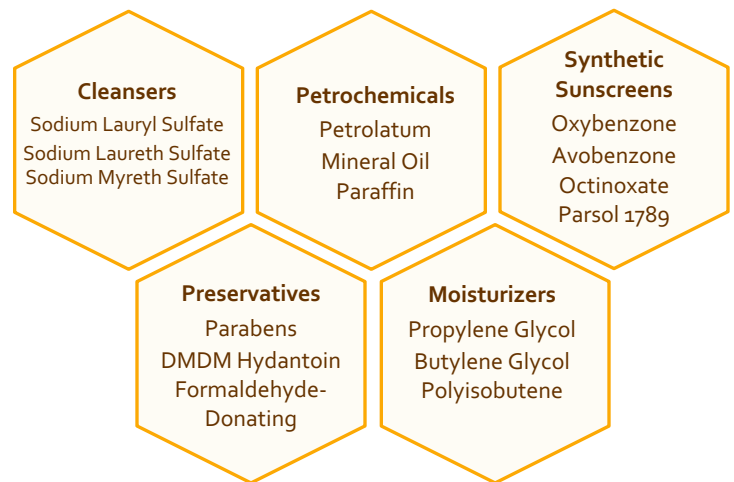
Burt's Bees packaging has transitioned to show the "**% Natural Origin**" as we proactively adopted the first and only international guideline for natural and organic cosmetic products, ISO (International Standards Organization) 16128. We believe ISO 16128 is the best opportunity for a globally harmonized definition of natural. Burt's Bees will continue to strive for 100% Natural Origin and to create responsibly sourced formulas based on the beauty, wisdom and power of nature.

We avoid synthetic ingredients (like these listed to the right) that are common in personal care products - but not in ours.

We stick to nature and choose gentle, nourishing and responsibly sourced ingredients that care for skin.

On average our products are 99.6% Natural Origin and all Burt's Bees lip care is 100% Natural Origin.

Never animal tested.



BATH AND OIL



99.8%
Natural
Origin

Bubble Bath

FEATURES:

- Coconut and Sunflower Oil and Soy proteins gently cleanse baby's delicate skin.
- Glycerin moisturizes and softens.

BENEFITS:

- Tear-free, gentle cleansing that won't cause irritation or drying.
- Gentle enough to use on newborns.
- Leaves baby's skin and hair clean, silky soft with a light, fresh natural scent.



100%
Natural
Origin

Nourishing Baby Oil

FEATURES:

- NEW size – increased from 4oz to 5oz bottle.
- Vitamin-rich Apricot and Grapeseed Oils that moisturize and nourish.
- 100% Natural Origin.

BENEFITS:

- Nutrients and antioxidants from Apricot and Grapeseed Oils keep baby's skin soft & supple.
- Subtle, pleasing scent of Apricot Oil.
- Add a capful to a warm bath or pamper baby with a soothing, gentle après-bath massage.
- Also great for pampering mom and dad's skin!

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CLEANSERS

Make bath time naturally better with these plant-based cleansing formulas, packed with a bundle of nourishing ingredients to gently cleanse and soften baby's skin. Burt's Bees only offers Sulfate Free formulas.



98.9%
Natural
Origin

**Shampoo & Wash
Original**

FEATURES:

- Plant based cleansing formula contains Soy Proteins.
- Natural baby-fresh aroma.

BENEFITS:

- Clinically proven to be gentle enough for everyday baby care.
- Tear-free gentle lather.



98.9%
Natural
Origin

**Shampoo & Wash
Calming**

FEATURES:

- Plant-based cleansing formula contains Soy Proteins.
- Natural Lavender and Vanilla aroma.

BENEFITS:

- Clinically proven to be gentle enough for everyday baby care
- Natural Lavender and Vanilla aroma helps baby relax.
- Tear-free gentle lather.

MOISTURIZERS

Soften and calm baby's skin with these rich, moisturizing formulas made from natural, nourishing ingredients.



99%
Natural
Origin

Nourishing Lotion - Original

FEATURES:

- Formulated with Buttermilk, Shea Butter and Sunflower Seed Oil.
- This hypo-allergenic baby oil is clinically proven to be safe, effective and non-irritating to nurture baby's delicate skin.

BENEFITS:

- Clinically proven to moisturize for up to 24 hours.
- Absorbs quickly and gently comforts even the most sensitive skin.
- Leaves baby's skin smooth and super soft.



99%
Natural
Origin

Nourishing Lotion – Calming

FEATURES:

- Formulated with Buttermilk, Shea Butter and Sunflower Seed Oil.
- Calming natural Lavender & Vanilla botanical aroma.
- This hypo-allergenic baby oil is clinically proven to be safe, effective and non-irritating to nurture baby's delicate skin.

BENEFITS:

- Gently hydrates delicate skin.
- Relaxing botanical fragrance helps calm baby.
- Leaves baby's skin smooth and super soft.

DIAPER OINTMENT AND CARE

Diaper Rash Ointment

FEATURES:

- Maximum strength (40% Zinc Oxide) seals out moisture that can irritate baby's bottom.
- Vitamin E, Sweet Almond Oil and Beeswax nourish and protect skin.
- Reconditions skin naturally with Shea Butter, Lavender Oil and Jojoba Seed Oil.
- 100% Natural Origin.

BENEFITS:

- Helps treat and prevent diaper rash.
- Forms an effective, natural barrier to protect baby's skin from wetness and soothe delicate diaper area.
- Clinically proven to be safe, effective and non-irritating for everyday, soothing relief



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Multipurpose Ointment

FEATURES:

- Coconut, Castor Seed and Tamanu Oils hydrate and nourish skin.
- Responsibly sourced Beeswax creates a breathable barrier to protect skin.
- Petroleum Free.

BENEFITS:

- Forms an effective, natural barrier to protect baby's skin from wetness and soothe delicate diaper area.
- Soften, moisturize and protect baby's skin from diaper rashes, dry skin and chapped lips.
- Clinically proven to be safe, effective and non-irritating for everyday, soothing relief



100%
Natural
Origin