

## OUR WHOLE STORY



**BURT'S BEES®**  
TRUE TO NATURE™

### THE WHOLE STORY

#### Our History

*True to Nature since 1984*



*"We take from Nature and therefore we must protect Nature in return"*  
- Roxanne Quimby

Burt Shavitz & Roxanne Quimby created Burt's Bees in the early 1980s in Maine. They both valued a connection to nature & a lifestyle that was low-impact & socially & environmentally conscious.

#### Our Values



**INGREDIENTS FROM NATURE**  
On average, Burt's Bees Products are **99% Natural Origin**. Formulated without Parabens, Phthalates, SLS or Petrolatum.



**RESPONSIBLE SOURCING**  
Committed to supporting communities & environments where we source our ingredients.



**RECYCLABLE PACKAGING**  
Burt's Bees packaging averages **52% PCR Plastics**. All packaging is recyclable curbside or free via TerraCycle®.



**NO ANIMAL TESTING**  
All products **Leaping Bunny Certified**.

#### Our Efforts

##### Product

**100% transparent** when speaking to our products, ingredients and sourcing practices.

Proactively adopted the 1<sup>st</sup> & only **international guidelines for natural & organic** cosmetic products - the ISO 16128.

##### Planet

**4,400 acres** of wildflowers and more than **15 billion seeds** planted, impacting as much as **145,000 acres** of farmland.

**41.7% increase** in post-consumer recycled (PCR) content of primary packaging as of 2018.

##### People

Established in 2007, the Burt's Bees Foundation has given **\$3.5 million in grants** to support work at the intersection of human and environmental health and inspires people to live a healthier, more nature-connected lifestyle.

### True to Nature

We make thoughtful choices to reduce our impact on nature and work to protect biodiversity, which preserves our own place in the world.

- ❖ We have landfill-free operations.
- ❖ We are Carbon Neutral® certified.
- ❖ We offset our annual water consumption through watershed restoration projects.



## OUR FORMULAS

At Burt's Bees, we are transparent. We believe every ingredient in our formulas should serve a purpose, and we strive to make our products with 100% natural origin ingredients. But preserving natural formulas, especially those that contain water, can be challenging. A few of our formulas are made safe for use through 1-2% non-natural preservatives. When we must use a non-natural preservative, we always choose non-paraben, non-formaldehyde donating preservatives such as phenoxyethanol, potassium sorbate and ascorbyl palmitate.

## OUR RECYCLABLE PACKAGING

- Our Packaging, on average, is 52% Post-Consumer Recycled (PCR\*) content.
- We avoid over-packaging, limit mixed materials and use innovative recycled materials whenever possible.
- We choose high-integrity materials that are more readily recyclable. (eg aluminum, steel, paper, glass & plastics like PETE, HDPE and PP, with as much PCR\* as possible.)
- Our packaging is recyclable curbside or through TerraCycle.

## Burt's Bees® Recycle on Us RECYCLING PROGRAM

\*When you are finished using a Burt's Bees® product send its packaging to TerraCycle® to be recycled.

### WHAT IS TERRACYCLE®?

TerraCycle® is a social enterprise that Burt's Bees® is working with to offer consumers a free recycling program for our personal care, lip care and beauty care packaging.

Once waste is collected from consumers the waste is broken down and separated by material. The material is either **reused** in other countries around the world, **upcycled** into unique products by creating items of higher value using discarded objects, **recycled** and molded into a variety of new products or **composted** into rich organic materials used as industrial fertilizers.



### WHAT YOU CAN SEND TO TERRACYCLE®

- Burt's Bees® personal care packaging
- Burt's Bees® lip care packaging
- Burt's Bees® beauty care packaging

### HOW YOU CAN SEND TO TERRACYCLE®

- Sign up at <https://www.terracycle.com/en-CA/brigades/burts-bees-en-ca>
- Collect empty packaging and clean out any excess product.
- Ship product to TerraCycle® using their free shipment label.



\*PCR plastic has served its original purpose and has been recycled.

## FACIAL CLEANSING TOWELETTES

- **Towelette fabric** is a premium substrate made from **repurposed**, cotton T-shirt trimmings destined for landfill. Upcycled into our silky soft & strong towelettes!
- Conveniently cleanses skin to remove dirt, oil and makeup without rinsing.
- Pre-moistened towelettes gently cleanse with naturally-derived plant-based cleansers.

- Ophthalmologist Tested.
- Dermatologist Tested.
- 99.1%+ Natural Origin.
- 30-count packs. Sensitive also in 10-count



### Micellar Cleansing Towelette with Coconut & Lotus Water

- Fragonia Oil provides calming benefits and provides micellar technology (micelles are tiny spheres of cleansing molecules attracted to dirt and oil).
- Coconut and Lotus Waters provide a boost of hydration.



### Micellar Makeup Removing Towelette with Rose Water

- Fragonia Oil used for micellar technology and provides calming qualities.
- Rose Water soothes, hydrates, and provides aromatic benefit.



### Hydrating Facial Towelette With Watermelon

- Infused with Watermelon and nutrient rich botanicals to hydrate skin.
- Glycerin and Aloe to hydrate and soothe.
- A hint of refreshing watermelon scent.



### Sensitive with Aloe

- Awarded The National Eczema Association Seal of Acceptance™
- Infused with Aloe to help soothe sensitive skin.
- Fragrance Free.
- Hypoallergenic & Allergy Tested.



### Refreshing with Cucumber & Mint

- Cucumber Extract that helps soften, hydrate & firm skin.
- Mint has anti-inflammatory and astringent properties.



### Clarifying with Pink Grapefruit

- Infused with Pink Grapefruit seed oil, naturally antiseptic, astringent & anti-inflammatory.
- Aloe Leaf Juice soothes and calms skin.

## MASKS

Burt's Bees masks are made with natural ingredients and formulated to deliver healthy looking skin that's balanced and beautiful, naturally.



### Renewing Biocellulose Gel Mask

#### With Rose and Algae Extract

- Our biocellulose gel mask is naturally derived from coconuts.
- Rose, Vitamin E and Algae Extract combine for ultra-restorative care.
- Helps smooth and moisturize skin with the renewing benefits of nutrient-rich botanicals.

99.4%  
Natural  
Origin



### Renewing Hydrogel Eye Mask

- Our hydrogel is naturally derived from Seaweed/Kelp.
- Algae Extract cools, calms and revitalizes skin around the eye
- Hugs and adheres to skin snugly to prevent slipping.
- Reduces puffiness and visibly smooths skin under eyes.

99.1%  
Natural  
Origin



### Rejuvenating Eye Masks

- Rosehip Seed and Evening Primrose Extracts provide antioxidants to help fight free radical damage that causes fine lines & wrinkles.
- Jojoba and Borage Oils deeply hydrate, nourish and rejuvenate tired eyes
- Helps to reduce the appearance of dark circles.
- Dermatologist tested.

99.9%  
Natural  
Origin



### Hydrating Sheet Mask

- Revitalizes with instant hydration, effectively improving skin texture and radiance
- Infused with Clary Sage and Glycerin, our formula promotes a healthy hydro-lipid barrier while balancing PH.
- Formulated for all Skin Types.
- Dermatologist tested.

99%  
Natural  
Origin



### Detoxifying Sheet Mask

- Sheet mask is embedded with Charcoal to draw out toxins and infused with hydrating Honey and Glycerin to soften and lock in moisture.
- Gently removes impurities for an invigorating cleanse that pampers and soothes skin.
- Leaves skin clean, hydrated and looking refreshed.
- Dermatologist tested.

99%  
Natural  
Origin



### Detoxifying Clay Mask

- Removes dirt, oil & toxins leaving skin clean and illuminated.
- Charcoal absorbs unwanted excess oil, draws impurities to the surface of skin, detoxifies and unclogs pores.
- Naturally formulated with superfruit ingredient such as Acai, abundant with rich antioxidants and nutrients, to leave skin balanced and brighter-looking.
- Dermatologist tested

99%  
Natural  
Origin



Burt's Bees is the **#1 Dermatologist Recommended** Natural Skin Care brand\*.

Burt's Bees exceeded the ISO standard for natural products and was recommended more than the next leading natural brand.