

ENEWSLETTER - DECEMBER 2022

Winter is coming...and so is the increased chance of having dry, dehydrated skin. Learn how to support the hydration your skin needs for your self-care and to help educate your customers.

Most of the time, dry or dehydrated skin is caused by environmental factors like very cold or hot weather, pollution, diet or even the temperature of your shower. Making a few simple swaps can make a big difference for the comfort-level of your skin. Of course, sometimes dry skin is caused by more serious underlying issues like psoriasis and may require a doctor's care.

Just like your body, skin can be dehydrated too. **What's the different between dry skin and dehydrated skin?** Where **dry** skin gets its tight, itchy feeling from a lack of natural oils, **dehydrated** skin lacks water and can look dull and have flakes and fine lines that look deeper than usual. Tips to help with dehydration and dryness:

- Hydrating from the 'Inside Out' is important - Drink plenty of water.
- Keep showers to around 5 minutes and use warm water, not hot.
- Pat skin gently with a towel when drying.
- Apply moisturizers to damp skin asap to lock in moisture.

And of course, adopt or recommend Burt's Bees - *recognized as the #1 Dermatologist Recommended Natural Skin Care brand** - natural skin care products for hydrated, glowing skin. Our refreshed **Truly Glowing** product formulas feature naturally derived Hyaluronic Acid (HA). HA attracts moisture and helps repair and protect skin's moisture barrier.

glowing Gel Cleanser: Nourishes skin as it cleanses for soft, resilient, radiant skin.

glow Booster: A dewy blend of antioxidant-rich oils help to defy skin stressors.

hydrating Eye Gel Cream: Skin is cushioned by hydration. Ophthalmologist-Tested.

hydrating Gel Cream: Replenish skin with this lightweight formula that uses naturally derived HA, plant-derived Squalane and responsibly sourced Jojoba oil.

hydrating Day Lotion: Boosts skin's moisture above and below the surface.

hydrating Night Cream: Repair and restore dry skin while you sleep.

Next month we will share our newest skin care regime featuring a powerful retinol alternative that's gentle by nature!

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



GLOWING GEL CLEANSER
99.9% NATURAL ORIGIN

GLOW BOOSTER
100% NATURAL ORIGIN

HYDRATING EYE GEL CREAM
98.9% NATURAL ORIGIN

HYDRATING GEL CREAM
99% NATURAL ORIGIN

HYDRATING DAY LOTION
98.9% NATURAL ORIGIN

HYDRATING NIGHT CREAM
98.9% NATURAL ORIGIN

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