

A close-up photograph of a wooden beehive structure. Numerous bees are visible, some on the wooden planks and others in flight. The scene is set outdoors, with green foliage visible in the background.

Burt's Bees History & Sustainability

January 2023

BURT'S BEES®
TRUE TO NATURE™

Burt's Bees®

A Beloved Brand





Our Story

Burt Shavitz – ‘The Beeman’



Our Story – 1984 – Burt Shavitz & Roxanne Quimby



Where are They Now?



ROXANNE THE ARTIST,
RUFUS THE DOG &
BURT THE BEEKEEPER



Burt Shavitz passed away on July 7th, 2015 at 80 years old.



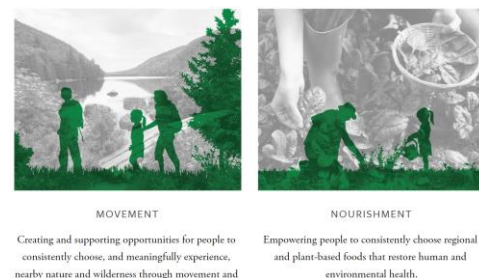
“Living on the land and having the opportunity to see the seasons is part of the joy of life.” – Burt Shavitz

Burt's Home *'The Turkey Coop'*

A reminder to all of us at Burt's Bees,
that our roots are in the simplicity of nature.



Roxanne Quimby's 'Full Circle'



Our Mission

To grow human wholeness by fostering stronger relationships between people and nature.

- 2003 – She sold 80% of her stake to a private equity firm AEA Investors and stepped down as CEO.
- 2007 – sold her remaining 20% holdings to Clorox.
- The two transactions netted Quimby an estimated \$275 million.
- Roxanne started a philanthropic foundation, gave \$90 million to charities, and bought over 87,000 acres of pristine Maine woodland that she then donated to the National Park Service.
- August 24, 2016, President Barack Obama officially designated Katahdin Woods and Waters National Monument as the 413th site within the National Park System.
- Roxanne's philanthropy work continues, as she continues to partner with the Friends of Katahdin Woods & Waters

Sustainability

A close-up photograph of several sliced pieces of fresh aloe vera. The slices are arranged in a pile, showing the clear, gelatinous interior and the green, serrated outer skin. The lighting is soft, highlighting the texture of the gel.

BURT'S BEES®

TRUE TO NATURE™

conscious SKIN CARE

FROM START TO FINISH



Formulas > 95%
Natural Origin

Formulated without
phthalates,
parabens,
petrolatum or SLS

100% Natural Origin
Lip Bam & Lip Color



Leaping Bunny
Certified



Community
Sourcing Shea &
Beeswax

115 site visits in 24
countries

~19k people
supported through
Global Supply Chain
Investments



100% of Packaging
Recyclable curbside
or through
TerraCycle

Reduce, use high
levels of PCR, and
more easily recycled
materials



Since 2010, we've
ditched desk trash
cans and diverted
our waste to
compost, recycling,
or waste-to-energy



Since 2013, we've
offset carbon
emissions from our
facilities,
transportation, and
employee travel

2020 impact

Our proudest accomplishments from 2012 to 2020, by the numbers

22 MILLION HOUSEHOLDS
use Burt's Bees conscious
skincare products

50% RECYCLED MATERIALS
on average used across
our packaging

**99.6% NATURAL ORIGIN
AVERAGE**
across our product portfolio

\$4.1 MILLION IN GRANTS
issued by the Burt's Bees
Foundation to protect biodiversity
and reconnect people to nature

9,506 EMPLOYEE VOLUNTEER HOURS
in service to our community during the workday as
part of our Live the Greater Good program

100% OF PACKAGING RECYCLABLE
curbside or through TerraCycle*



**\$1.5 MILLION+ IN GRANTS
AND PRODUCT DONATIONS**
to frontline workers and vulnerable
populations at the onset of Covid-19

[Report
available
Here](#)

* <https://www.terracycle.com/en-CA/brigades/burts-bees-en-ca>

5,000+ GLOBAL BEE SPECIES
researched as part of the Half Earth
Project in partnership with E.O. Wilson
Biodiversity Foundation

145,000 ACRES OF POLLINATION FORAGE
supported through our efforts to increase
pollinator forage near farmland



15 BILLION WILDFLOWER SEEDS
planted to support
pollinator forage and
American farmers

#1 BRAND IN US TAKING ACTION FOR PEOPLE AND BIODIVERSITY
In union for Ethical BioTrade's
Biodiversity Barometer Report
in 2018 and 2020

**115 SITES VISITED
IN 25 COUNTRIES**
since we began our Responsible
Sourcing program in 2010

**45% OF OILS
WAXES AND BUTTERS**
we purchase directly traced to
origin and verified with on-site visits

20,000+ LIVELIHOODS IMPACTED
through our Responsible
Sourcing Assessments, third-
party audits and Global Supply
Chain Investment Program

**FOUNDING MEMBER OF THE
GLOBAL SHEA
ALLIANCE**
And Responsible Mica Initiative

- 100% of packaging recyclable, reusable or compostable
- 50% reduction in virgin materials (plastic and fiber) by 2030
- Invest in U.S. recycling infrastructure for an increase in recycling of plastic that's equal to our plastic footprint

BIORESIN & PCR

Hybrid Tube with bio-resin from upcycled potatoes and cassava starch in Advance Relief Balms



REFILLABLE

Popgrips x Burt's Refillable Balm Popsockets
Loop x Ulta TG Cleanser



UPCYCLED COFFEE

Upcycled Brazilian Coffee Grounds in Mocha Lip Scrub



REPURPOSED COTTON

All Wipes have Repurposed Cotton from Upcycled T-shirts



our 'recycle on us' 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®

- a. Burt's Bees® personal care packaging
- b. Burt's Bees® lip care packaging
- c. Burt's Bees® beauty care packaging

HOW YOU CAN SEND TO TERRACYCLE®

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



Sign up at <https://www.terracycle.com/en-CA/brigades/burts-bees-en-ca>

TerraCycle Recycling Program



- Recyclable Burt's Bees packaging with our free 'recycle on us' program at [TerraCycle.com](https://www.terracycle.com).



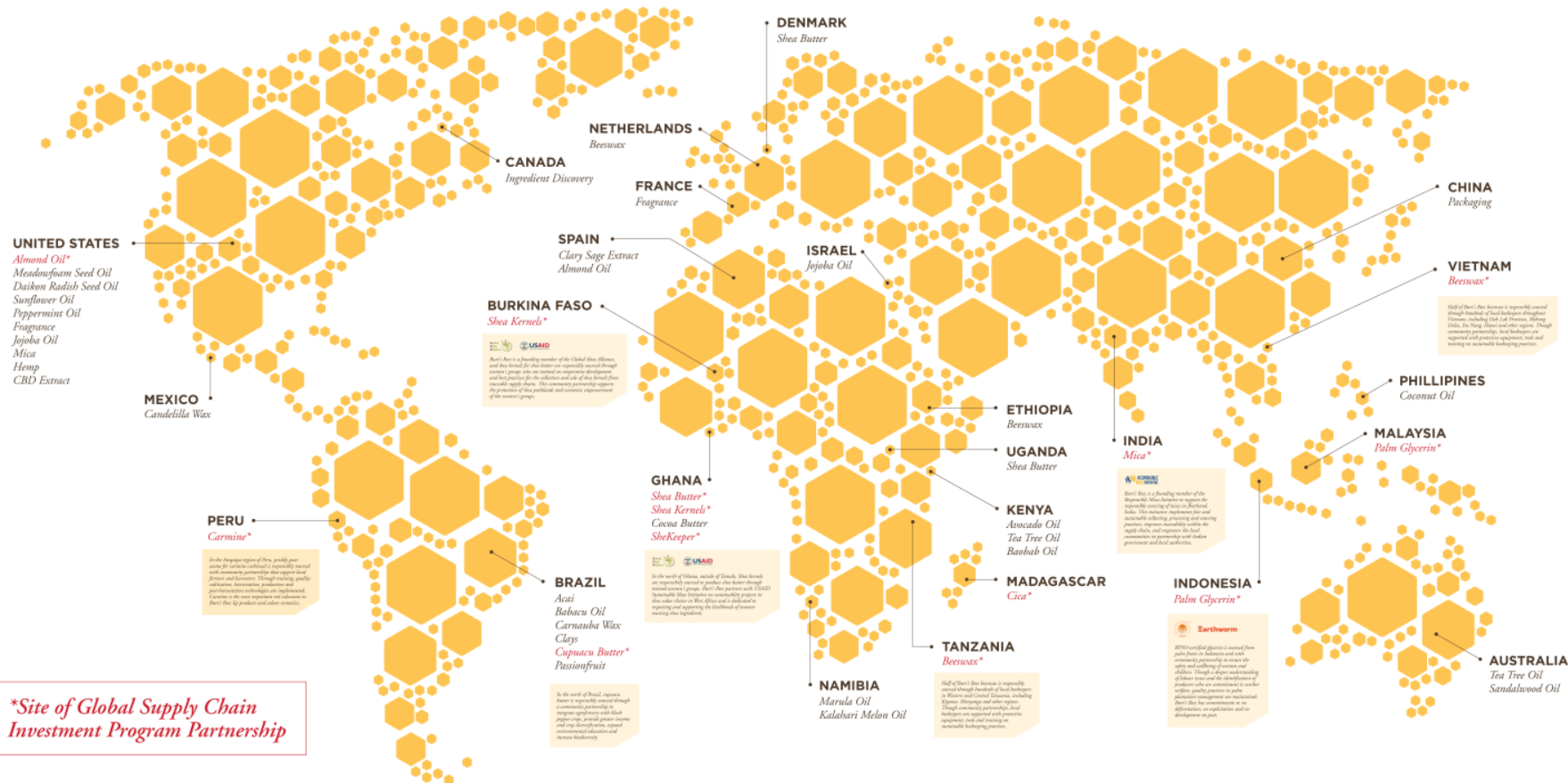
RESPONSIBLE SOURCING AROUND THE WORLD

SITE VISITS BY RAW MATERIAL ACROSS THE GLOBE

120+ SITE VISITS TO 25 COUNTRIES SINCE THE INCEPTION OF OUR RESPONSIBLE SOURCING PROGRAM IN 2010

17 Global Supply Chain Investment partnerships underway benefitting 18,000+ people

BURT'S BEES
TRUE TO NATURE™



*Site of Global Supply Chain Investment Program Partnership



resilient COMMUNITIES

50,000 LIVELIHOODS SUPPORTED | UPLIFT COMMUNITIES AND IMPROVE SOURCING PRACTICES

- **20 Global Supply Chain Investment Projects** help safeguard access to clean water, support women's and children's empowerment and promote health, safety and biodiversity
- **Responsible Sourcing assessments & third-party audits** to help ensure the wellbeing of workers, upholding human rights, health & safety, labor standards and practices, business ethics and environmental protections

COMMUNITY-SOURCED BEESWAX

Wild-harvested from tree hives on a Tanzanian Game Preserve and collected by backyard beekeepers in Vietnam

Help provide personal protective equipment for our beekeepers



SUSTAINABLE MICA

We source most of our Mica in the U.S. and some from traceable mica sources in India

Founding members of the Responsible Mica Initiative



FUTURE FORWARD CICA

Sourced in Madagascar by women collector groups

Expanding an existing school facility for children in Cica sourcing communities



WOMEN OF SHEA

Founding member of Global Shea Alliance

Supported 20,000+ women in Shea through new facilities, training programs, & cooperatives in Burkina Faso and Ghana



“Women’s Gold” Uplifting Women in Shea

Burt's Bees®, in partnership with the Global Shea Alliance and USAID, has supported several projects in West African Shea communities with a positive impact on 20,000+ women :

- ❖ 6,700 WOMEN trained to build fuel-efficient cook stoves that help improve safety conditions for their families and increase efficiency of daily cooking.
- ❖ 8,850 WOMEN trained on quality Shea kernel processing
- ❖ 4,700 WOMEN received cooperative development training
- ❖ 200 COOPERATIVES REGISTERED
- ❖ 1 WAREHOUSE CONSTRUCTED for Shea kernel and shea butter aggregation
- ❖ 1 PROCESSING CENTER built for Shea kernel roasting & Shea butter production.



SheKeeper – Burt's Bees helps put Women at the Center of Beekeeping



Objective: to diversify income of Shea producers to include Beeswax and Honey and to increase exports from West Africa.

- **October 2021 launch**
- **\$2-million, three-year partnership** with USAID, Partnership for Natural Ingredients and Burt's Bees Shea and Beeswax suppliers
- **600+ women** will have an opportunity to expand their skill set, opening new career paths for an entire generation.
- **Create new jobs** while building the capacity of **1,200 smallholders**.
- **Expand our longstanding support** of women's groups in Shea-producing communities in Ghana and advance Burt's Bees and USAID's shared **women's economic empowerment and gender equality priorities**.

“SheKeeper creates opportunities for greater economic empowerment of women and youth and increased biodiversity for future generations.”

– Shannon Hess,
Burt's Bees Director of Responsible Sourcing



Clean and Natural

BURT'S BEES®

TRUE TO NATURE™

Burt's Bees has always been a 'Clean Beauty' brand that has avoided potentially harmful chemical ingredients.

However, Burt's Bees stands out because our products are **Clean and Natural.**

On average our formulas are **99.6% Natural Origin.**



Burt's Bees formulas are FREE of these ingredients consumers most want to avoid:

- Parabens
- Phthalates
- Petrolatum / Petro-Chemicals
- SLS (Sodium Lauryl/Laureth Sulfate)

- Talc
- Propylene Glycol
- Silicones
- Polymers
- Lacquers
- D&C and F, D&C Pigments
- PFAs

Burt's Bees uses Natural, Nourishing Ingredients

Our Ingredients



Beeswax

Beeswax is a natural emulsifier that helps cosmetics, lotions and balms to bind. It adds a wonderful natural smell and color to products and helps to keep the skin moisturized. Burt's Bees uses beeswax in many of our creams, lotions and lip balms.



Sunflower Oil

The oil from the sunflower seed is an excellent and nutritious food for the body and skin. It's a natural emollient that helps bind moisturizing ingredients together. Burt's Bees uses beeswax in many of our natural skin care, lotions and lip balms.



Shea Butter

The fruit of the shea tree is rich in vitamins, minerals and protein. Shea butter contains natural fatty acids that help nourish and moisturize the skin. We use shea butter in many of our lip balms and body butters.



Coconut Oil

Coconut oil is a rich antioxidant full of fatty acids used to moisturize and nourish the skin and gives many skin care products a smooth texture. We use coconut oil in many of our lip balms.

Coconut oil is a rich antioxidant full of fatty acids

Burt's Bees FAQs

Are Burt's Bees products Organic?

No. Burt's Bees currently sources some organic ingredients, but with over 300 products and 1,000+ individual ingredients, it's nearly impossible to secure organic ingredient supplies across our entire product portfolio. On average Burt's Bees products are 99.6% natural with all of our lip care being 100% natural. Look for our ' % Natural Origin ' on our packaging for that formula.

Are Burt's Bees Vegan?

No. Some of our products do contain animal-sourced ingredients, such as milk, lanolin, honey and carmine. These are all listed on the ingredients section on the packaging and on our website. Please note, many of our products are produced on shared lines, which is why we don't call out "vegan" or "vegetarian" on our products. If you have a specific product question, please contact us and we would be happy to assist you. Please call 877-484-9733.

Are Burt's Bees certified Gluten-Free? Are Burt's Bees certified Nut-Free?

Burt's Bees follow strict guidelines for product manufacturing and safety testing to ensure that the products are safe for our consumers. However, our products may have been manufactured on a shared line with products containing gluten/nuts, or raw materials used in our products may have been processed in a facility that also processes products containing gluten/nuts. Therefore, we are unable to state that any Burt's Bees products are "gluten-free or "nut-free".

Please carefully review the ingredient list of any product prior to use, particularly because the listed ingredients for a product may change. If you have a known allergy, you should always consult with your physician if you have questions regarding whether it is safe for you to use a particular product.

Does Burt's Bees test on animals?

No. Burt's Bees has never tested on animals, only human volunteers. Burt's Bees is passionate about our principles and does not conduct any manner of animal testing nor do we ask others, including ingredient suppliers, to do so on our behalf. Our products are certified under the Consumer Information on Cosmetics' (CCIC) Leaping Bunny program, whose seal we proudly display on our packaging. Learn more about the Leaping Bunny seal at www.leapingbunny.org Please know we are absolutely committed to our no animal testing policy.

Burt's Bees FAQs

Are your fragrances natural?

Yes, all fragrances in Burt's Bees products are natural, composed of proprietary blends of essential oils and natural extracts.

Do your products contain artificial colors?

No. We use only natural colors in our personal care products and cosmetics. Some examples are beta-carotene, chlorophyll, titanium dioxide, mica, iron oxides and carmine. These natural colours have a long history of safe usage.

What is the origin of your glycerin?

The glycerin used in our products is of vegetable origin.

What is the source of your squalane?

Burt's Bees uses plant-based squalane derived from sugar cane in some of our formulas. Squalane strengthens the skin barrier and helps the skin to retain moisture. Squalane-based moisturizers are ideal for every skin type, but especially for dry skin.

Are Burt's Bees products biodegradable?

No. While our products are made with natural ingredients, we do not claim that they are biodegradable because we have not conducted all of the required testing to prove biodegradability. In the US our Cleansing Facial Towelettes are certified compostable. We do not have this claim approved in Canada so towelettes should be disposed of in trash.

education support 2023

Mission: Lead the natural conversation in Lip and Face care

ONLINE FOCUS

- 1. NEW! ExpertVoice – 4 Online Lessons.**
 - November 1st: Brand Lesson; Lip Lesson
 - February 1st: Skin Care Intro & Sensitive; Acne & other
- 2. Burt's Bees Education Website**
<http://burtsbees.ca/education>
 - Location for Education resources exclusively for Customers
- 3. Webinars – 30-60 minute virtual sessions.**
- 4. Virtual Education Event March 2023 (TBC'd).**

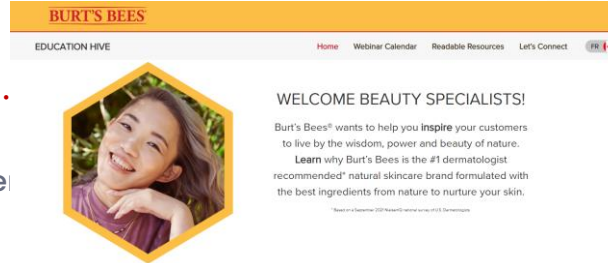
IN HAND

- 5. eNewsletter – emailed monthly to retailers.**
Contact education@burtsbees.com to receive.

- 6. Product Knowledge Hand Outs**

IN PERSON

- 7. Buzz about Burt's – retail education program – Spring 2023.**



3.

*"Always love the Burt's Bees trainings!
So informative. Great job Christine.
We highly appreciate everything you do."
- Attendee June 2022*

7.



5.

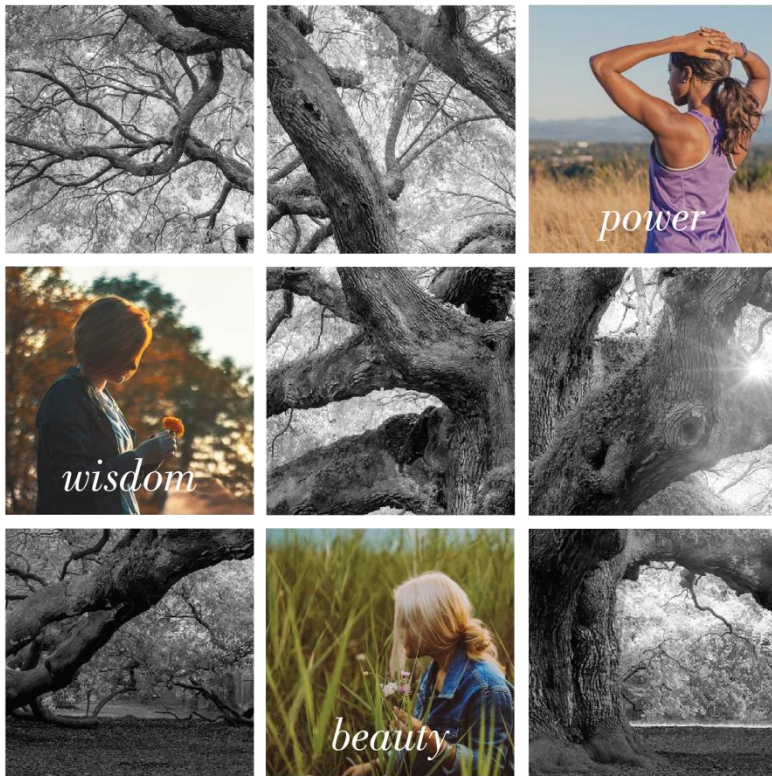


6.



Our Purpose

We believe our purpose as a brand is to connect people to the **wisdom**, **power** and **beauty** of Nature.



Call to Action

- Be a Burt's Bees brand Ambassador
- Tell Our Whole Story
- Create Burt's Bees ambassadors



Thank You!



Christine Jackson,
National Education Manager,
Burt's Bees® US & Canada

Questions?
education@burtsbees.com