



BURT'S BEES[®]

Innovation January 2023



Lip Care



Burt's Bees Lip Care Is Skin Care

Moisture and Nourishment

- ❖ Burt's Bees Lip care formulas are all **100% Natural Origin**.
- ❖ We use **nourishing base ingredients** like nutrient rich coconut, sunflower, and castor seed oils to deeply hydrate lip skin.

Protection

- ❖ Our **responsibly sourced beeswax** provides an effective skin barrier to seal in moisture.
- ❖ Our Lip Care items contain **no petroleum** products (petrolatum, mineral oil, or paraffin)
 - ❖ *These non-renewable ingredients can create a barrier layer but do not provide additional hydration or nutrients and may be drying to the skin.*

Delight

- ❖ High efficacy and long product lifespan result in very strong consumer loyalty to Burt's Bees® brand.



Burt's Bees Lip Care Innovation (6 skus)

SOS
Jan 9/23



Dragonfruit Lemon
Lip Balm
(Loose and Carded)

MSRP \$5.49



Advanced Relief
Lip Repair
(carded only)

MSRP \$9.49



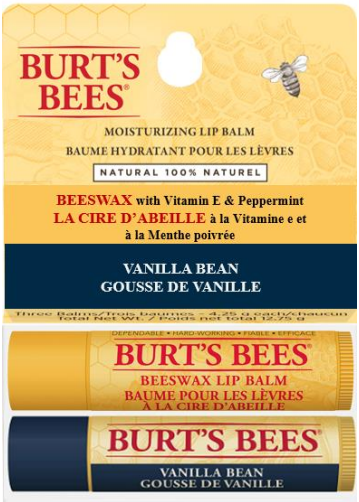
Lip Treatment with Vitamin C
(Lemon Sorbet)

MSRP \$10.99



Squeezy Tinted Balm SE
(Cocoa Crush)

MSRP \$9.99



Beeswax
Vanilla Bean 2PK

MSRP \$9.49

Dragonfruit Lemon Lip Balm

- Inspired by Food and Drink trend - Dragonfruit is as “fun and exciting” and absolutely instagrammable* by consumers.
- The subtle sweetness of dragonfruit and a touch of fresh lemon make this moisturizing balm an uncommon delight.
- With hydrating Coconut, Sunflower and Castor seed oil.
- Formulated with responsibly sourced Beeswax to help hold moisture and protect lips from the elements.
- Long-lasting moisture that nourishes and moisturizes lips.
- Burt's Bees Dragonfruit Lemon is the #1 flavour that have been launched in the US in the last three years!



HOW TO USE: Apply balm liberally to your lips as often as needed, particularly in dry, cold or windy conditions.

100% Natural Origin

INGREDIENTS: helianthus annuus (sunflower) seed oil, cocos nucifera (coconut) oil, beeswax, flavor*, ricinus communis (castor) seed oil, lanolin, citrus limon (lemon) fruit extract, hylocereus undatus (night blooming cereus) fruit extract, theobroma cacao (cocoa) seed butter, butyrospermum parkii (shea) butter, glycine soja (soybean) oil, carthamus tinctorius (safflower) seed oil, rebaudioside A, tocopherol citric acid, citral, hexyl cinnamal, hydroxycitronellal, limonene, linalool *natural flavor

Burt's Bees® Advanced Relief Lip Repair

Squeezable Lip Care that relieves and heals extremely dry lips

- A soothing & long lasting moisturizing lip balm featuring Shea Butter to provide immediate relief and replenish dry lips, while locking in moisture.
- Formulated with Echinacea - a popular immune boosting herbal remedy.
- Vitamin E delivers an abundance of antioxidants and skin smoothing properties.
- Responsibly sourced Beeswax naturally conditions and protects lips. Provides a long-lasting protective barrier to help promote healing of extremely dry lips.*
- Absorbs quickly to provide soft smooth lips.
- More than **2X the product** than a 4.25g Lip Balm tube (-25% price per gr).

HOW TO USE: Apply balm liberally to your lips as often as needed*, particularly in dry, cold or windy conditions.

*use every 4 hours

INGREDIENTS: mango butter dimer dilinoleyl esters/dimer dilinoleate copolymer, vegetable oil, ricinus communis (castor) seed oil, beeswax, theobroma grandiflorum seed butter, theobroma cacao (cocoa) seed butter, helianthus annuus (sunflower) seed oil, butyrospermum parkii (shea) butter, cocos nucifera (coconut) oil, crambe abyssinica seed oil, simmondsia chinensis (jojoba) seed oil, echinacea purpurea extract, carthamus tinctorius (saflower) seed oil, glycine soja (soybean) oil, copernicia cerifera (carnauba) wax, flavor*, tocopherol, lauryl laurate, etrahydrodiferuloylmethane, polyglyceryl-10 diisostearate, rebaudioside A, limonene *natural flavor



100% Natural Origin

Burt's Bees® Lemon Sorbet Lip Treatment

Experience an uplift and treat your lips to all-day hydration and a hint of shine

- Delivers up to 8 hours of moisturization for healthier feeling lips.
- Ceramide rich treatment that nourishes skin with essential ceramides for lips that feel soft & smooth.
- Enriched with responsibly sourced Jojoba Oil and Sunflower Seed wax to naturally help shield dry lips.
- Infused with antioxidant-rich Vitamin C and naturally derived Lemon fragrance and flavour.



HOW TO USE: Apply to lips any time of day for a reviving boost.

100% Natural Origin

INGREDIENTS: caprylic/capric triglyceride, oleic/linoleic/linolenic polyglycerides, C10-18 triglycerides, glycerin, simmondsia chinensis (jojoba) seed oil, glyceryl behenate, glyceryl stearate, flavour*, hydrogenated castor oil, jojoba esters, octyldodecanol, helianthus annuus (sunflower) seed wax, ceramide NP, citrus limon (lemon) fruit extract, hylocereus undatus fruit extract, acacia decurrens flower wax, carthamus tinctorius (safflower) seed oil, ricinus communis (castor) seed oil, glycine soja (soybean) oil, tocopherol, tetrahexyldecyl ascorbate, menthol, menthyl lactate, polyglycerin-3, titanium dioxide, iron oxides, citral, geraniol, limonene, linalool *natural flavour

Burt's Bees® Cocoa Crush Squeezy

Moisturizing flavoured tinted balm to hydrate lips while delivering a hint of tint & healthy-looking shine.

- Squeezy quickly became one of our fastest turning lip colour sublines at top retailers.
- Cocoa Crush is modeled after extremely successful Burt's Bees shades in similar formats.
- Adding this shade will expand our current shade selection for darker skin tones.
- Formulated with hydrating Cocoa Butter and responsibly sourced Beeswax to nourish lips.

HOW TO USE: Squeeze tube for easy application directly to lips.

PRO TIP: Can be layered over other lip balms and colors for added shine



100% Natural Origin

INGREDIENTS: ricinus communis (castor) seed oil, olus oil [vegetable oil], aroma* [flavour], lanolin, cera alba [beeswax], theobroma cacao (cocoa) seed butter, glyceryl behenate, zea mays (corn) starch, rosmarinus officinalis (rosemary) leaf extract, glycine soja (soybean) oil, canola oil, tocopherol, rebaudioside A, alumina, CI 77891 [titanium dioxide], CI 77491 [iron oxides], CI 75470 [carmine] *arôme naturel/natural flavour

Responding to the skincare needs of Canadians, Burt's Bees introduces...

renewal SKIN CARE

Starring Bakuchiol—a powerful retinol alternative that's gentle by nature.



Burt's Bees Renewal Skincare line

A powerful retinol alternative that is gentle by nature

Our consumer is seeking anti-wrinkle skincare for his/her sensitive skin

- They over-index in use of anti-wrinkle treatments, but like other consumers, he/she is becoming more wary about using products with ingredients they don't recognize on their skin.

Bakuchiol is trending as a gentle, effective alternative to Retinol

- Consumers associate retinol with anti-wrinkle, but many believe it's too harsh on their skin.

Reasons to Believe:

- Burt's Bees Renewal made with Bakuchiol, a natural and gentler alternative to retinol, offering consumers the anti-wrinkle benefits they're looking for.
- **Clinically shown** to reduce the appearance of fine lines and wrinkles, improve firmness, and brighten skin for a renewed glow



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

Renewal Featured Ingredients



Bakuchiol: (*bah-KOO-chee-all*) is a natural ingredient derived from the babchi or bakuchi plant native to India and Sri Lanka.

Bakuchiol is known as a gentle, powerful alternative to retinol without the harsh side effects of retinol.

Bakuchiol - functions similarly to a retinol, increasing cell turnover thereby stimulating collagen production.

Key benefits of Bakuchiol:

- Diminishes signs of aging such as fine lines and wrinkles.
- Improves skin's firmness
- Brightens and evens skin tone
- Improves radiance



Vitamin E: Is a naturally occurring component of healthy skin. It offers significant antioxidant properties to help defend from pollution and other environmental stressors that would otherwise weaken skin, causing unwanted changes.

We use a naturally derived Vitamin E, sourced from Soybean & Sunflower seeds which has reconditioning properties that soften skin.

Introducing: Burt's Bees Renewal Skincare line

A powerful retinol alternative that is gentle by nature



Cleanse

Deeply clean without stripping vital moisture from your skin.



Moisturize

Nourish your skin day and night with some of nature's most powerful ingredients to reduce the appearance of lines and wrinkles.



Correct

Fade the appearance of dark spots, age spots and discolorations with this Vitamin C infused serum.

Renewal is proven

It is Burt's Bees #2 Skincare Regime in the U.S., growing at **+8%**

Renewal Refining Cleanser

with Natural Retinol Alternative



- Deeply cleanses without stripping vital moisture from skin.
- Brightens, evens skin tone & improves radiance
- Gently exfoliates, improves texture and reduces dullness with Bakuchiol, a natural and gentle, powerful alternative to synthetic retinol.
- Caranauba wax beads provide gentle exfoliation to reveal smoother skin.
- Infused with Vitamin E that delivers antioxidants to help soften skin.

HOW TO USE:

Wet face and apply cleanser with fingertips or wet washcloth. Massage gently, avoiding contact with the eye area. Rinse thoroughly. Pat skin dry. Gentle enough to use twice daily. For best results, use as part of the Burt's Bees Renewal regimen.



99% Natural Origin

INGREDIENTS: water, cetyl alcohol, stearyl alcohol, glycerin, hellanthus annuus (sunflower) seed oil, copernicia cerifera (caranauba) wax, polyglyceryl-4 caprate, sodium lauroyl glutamate, stearic acid, cocos nucifera (coconut) oil, glyceryl stearate citrate, isoamyl laurate, glyceryl laurate, zea mays (corn) starch, bakuchiol, tocopherol, glycine soja (soybean) oil, xanthan gum, lactic acid, magnesium aluminum silicate, sodium lauroyl lactylate, fragrance*, phenoxyethanol, eugenol, geraniol, limonene, linalool
*natural fragrance

Renewal Dark Spot Corrector



- Fades the look of dark spots, evens skin tone, and brightens skin.
- With Bakuchiol, a natural alternative to retinol.
- Antioxidant-rich Vitamin C helps to boost skin's radiance and even skin tone to reveal brighter-looking skin.

HOW TO USE:

Apply daily in the morning and evening after cleansing. Tap 2-3 drops onto dark spots. Gently smooth over face and neck. Follow with Burt's Bees Renewal SPF 30 Firming Day Lotion or Renewal Anti-Wrinkle Moisturizing Cream.



98.6% Natural Origin

INGREDIENTS: water, helianthus annuus (sunflower) seed oil, glycerin, silica, bakuchiol, sodium ascorbyl phosphate*, ascophyllum, nodosum extract, tocopherol, citric acid, gellan gum, xanthan gum, lauryl glucoside, myristyl glucoside, polyglyceryl-6 laurate, fragrance**, potassium sorbate, sodium benzoate, phenoxyethanol, eugenol, geraniol, limonene, linalool *vitamin **natural fragrance

Renewal Anti-Wrinkle Eye Cream



- Reduces the look of lines & wrinkles, dark circles, and under-eye puffiness
- Infused with Bakuchiol, a natural and gentle alternative to retinol, and Vitamin E for smoother, firmer skin
- Our moisturizing eye cream uses some of nature's most powerful ingredients to firm and hydrate the delicate under-eye area, leaving you with smoother, brighter, and healthier under-eye skin



99% Natural Origin

HOW TO USE: Use in the morning and evening. Place small dots around eye area and gently tap or smooth into your skin.

INGREDIENTS: water, caprylic/capric triglyceride, glycerin, stearyl alcohol, cetyl alcohol, glyceryl stearate, beeswax, bakuchiol, tocopherol, beta vulgaris (beet) root extract, citrullus lanatus (watermelon) fruit extract, lens esculenta (lentil) fruit extract, pyrus malus (apple) fruit extract, glycine soja (soybean) oil, scutellaria alpina flower/leaf/stem extract, trifolium pretense (clover leaf) extract, poria cocos extract, stearic acid, ribose, xanthan gum, lecithin, hydrolyzed corn starch, citric acid, dipotassium glycyrrhizate, p-anisic acid, potassium stearate, linoleic acid, lactic acid, magnesium aluminum, silicate, sodium lactate, sodium PCA, sodium citrate, sodium benzoate, potassium sorbate, phenoxyethanol

Renewal SPF 30 Firming Day Lotion



- Clinically shown to reduce the appearance of lines & wrinkles and improve skin's firmness
- A lightweight naturally derived mineral (Zinc Oxide 16.9%) Broad Spectrum SPF 30 formula that provides UVA/UVB sun protection to decrease the risk of sun damage.
- Lightweight, fast-absorbing moisturizer.
- Dermatologist-tested.

HOW TO USE: Apply generously 15 minutes before sun exposure. Use in the morning after cleansing. Gently smooth over face & neck. Reapply at least every 2-hours.



98.9% Natural Origin

INGREDIENTS: water, glycerin, caprylic/capric triglyceride, decyloleate, isoamyl cocoate, isoamyl laurate, cetyl alcohol, helianthus annuus (sunflower) seed oil, polyglyceryl-2 dipolyhydroxystearate, fragrance*, polyglyceryl-4 caprate, glyceryl stearate citrate, stearic acid, tocopherol, beeswax, citrullus lanatus (watermelon) fruit extract, lens esculenta (lentil) fruit extract, pyrus malus (apple) fruit extract, hibiscus sabdariffa flower extract, trifolium pretense (clover) leaf extract, sorbitan stearate, behenyl alcohol, isostearic acid, polyhydroxystearic acid, ribose, sodium carboxymethyl C10-16 alkyl glucoside, stearyl alcohol, alumina, lecithin, polyglyceryl-3 polyricinoleate, laury glucoside, magnesium aluminum silicate, xanthan gum, citric acid, bisabolol, dipotassium glycyrrhizate, sodium phytate, sodium lactate, sorbic acid, sodium PCA, sodium citrate, sodium benzoate, potassium sprbate, alcohol, phenoxyethanol

Renewal Anti-Wrinkle Moisturizing Cream

- Clinically shown to reduce the appearance of lines and wrinkles, improve firmness, and brighten skin
- Infused with Bakuchiol, a natural and gentle alternative to retinol, and Vitamin E for smoother, firmer skin
- This nourishing formula instantly hydrates and improves your skin's natural moisture barrier for skin that looks healthy and smooth

HOW TO USE: Use daily after cleansing and applying Burt's Bees Renewal Dark Spot Corrector. Gently smooth over face and neck.



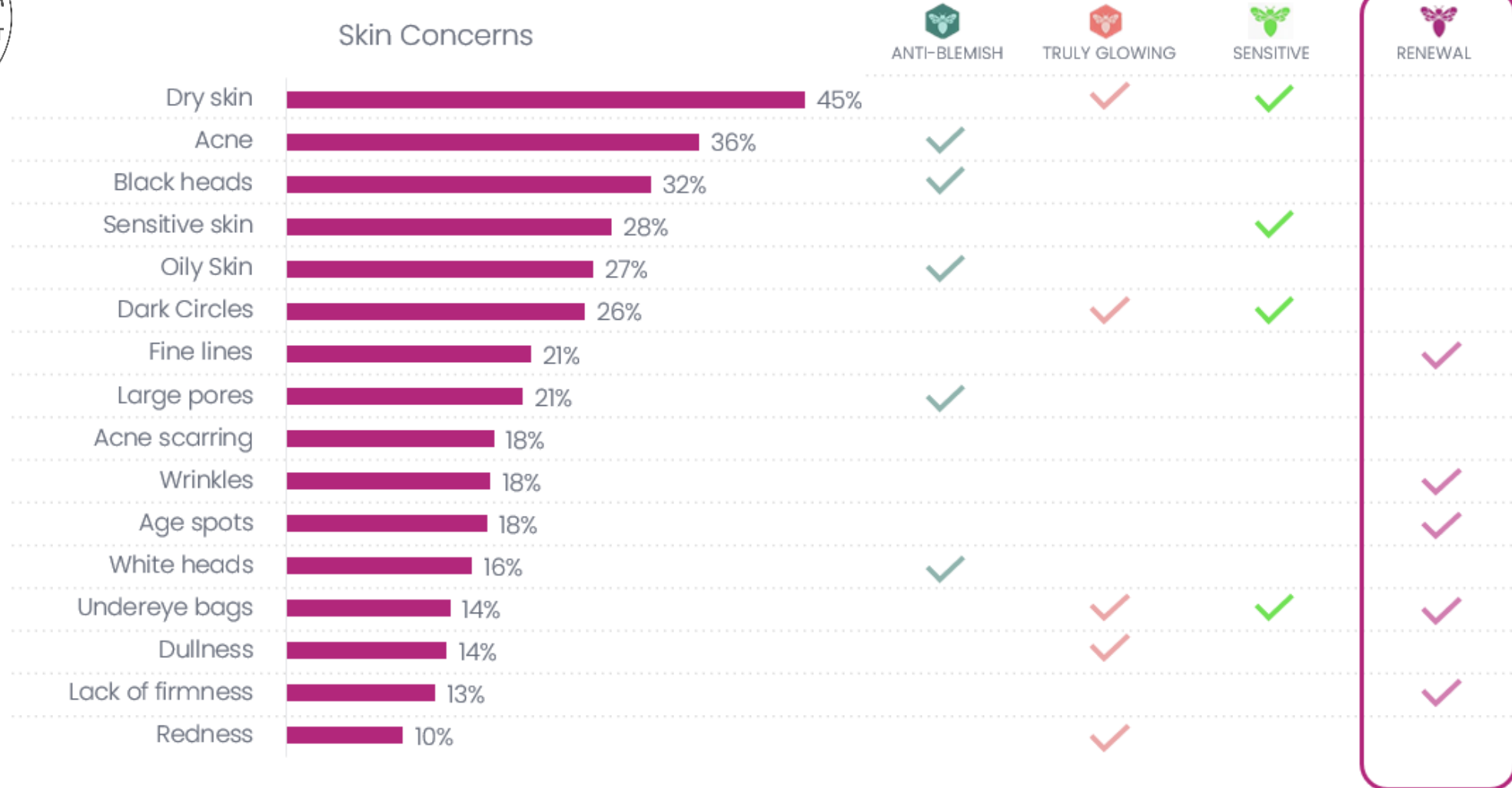
99% Natural Origin

Ingredients: water, decyl cocoate, helianthus annuus (sunflower) seed oil, glycerin, caprylic/capric triglyceride, cetyl alcohol, bakuchiol, beeswax, glyceryl stearate citrate, stearic acid, stearyl alcohol, zeamays (corn) starch, tocopherol, glycine soja (soybean) oil, cetearyl alcohol, coco-glucoside, magnesium aluminum silicate, xanthan gum, sodium stearoyl lactylate, arginine, sclerotium gum, fragrance*, phenoxyethanol, eugenol, geraniol, limonene, linalool

Burt's Bees now addresses all major skin care concerns, naturally!



NEW!



Source: Canadian panel survey July 2022

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

**Recognized by the National Eczema Association

Truly Glowing – Packaging and Formula Refresh

Now with
Hyaluronic
Acid!

FROM

TO



New - Packaging Changes:

- Highly ranked for it's Simplified, premium feel and clear benefit
- Stronger callout benefit + key ingredients
- Packaging changes amplify hydration benefit and popular, consumer-friendly hydrating ingredients (HA + Squalane).
- Truly Glowing' name is still on the back panel to help navigate current users.



New - Formula Refresh:

- Hyaluronic Acid (HA) added to day lotion, gel cream, eye gel cream, and night cream. HA attracts moisture and helps keeps skin cells plumped.
- Developed with dermatologists to identify natural origin ingredients that hydrate skin
- 'Truly Glowing' name is still on the back panel to help navigate current users.

Soft Transition Timing:
Aug 2022 - Jan 2023

The background is a solid bright yellow. In the corners, there are stylized daisy flowers. The top-left and bottom-right corners feature white daisies, while the top-right and bottom-left corners feature orange daisies. A small orange butterfly is positioned on the right side of the image.

QUIZ

#1 Name one ingredient found in our Advanced Relief Lip Repair.

- **Shea Butter** to provide immediate relief and replenish dry lips, while locking in moisture.
- **Echinacea** - a popular immune boosting herbal remedy.
- **Vitamin E** delivers an abundance of antioxidants and skin smoothing properties.
- **Responsibly sourced Beeswax** naturally conditions and protects lips. Provides a long-lasting protective barrier to help promote healing of extremely dry lips.*



#2 What is the name of our newest shade of Squeezy?

Cocoa Crush

- Cocoa Crush is modeled after extremely successful Burt's Bees shades in similar formats.
- Adding this shade will expand our current shade selection for darker skin tones.



#3 What is the key ingredient in our Renewal skin care line?

Bakuchiol: (*bah-KOO-chee-all*) is a natural ingredient derived from the babchi or bakuchi plant native to India and Sri Lanka.

the benefits of bakuchiol

A POWERFUL RETINOL ALTERNATIVE
that's gentle by nature

USE DAY & NIGHT

REDUCES THE LOOK
of fine lines & wrinkles

IMPROVES
skin firmness

**BRIGHTENS,
EVENS SKIN TONE &
IMPROVES RADIANCE**



Thank You!



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

education@burtsbees.com