

**BURT'S BEES®**

TRUE TO NATURE™

**Skin Care -  
Sensitive & Acne  
Education**



**BURT'S BEES®**

TRUE TO NATURE™

# conscious SKIN CARE

## FROM START TO FINISH



INGREDIENTS  
FROM NATURE



LEAPING BUNNY  
CERTIFIED



RESPONSIBLE  
SOURCING



RECYCLABLE  
PACKAGING



CARBONNEUTRAL®  
CERTIFIED



LANDFILL-FREE  
OPERATIONS

Formulas 99.6%  
Natural Origin

Formulated  
without  
phthalates,  
parabens,  
petrolatum or  
SLS

100% Natural  
Origin Lip Care &  
Colour

Leaping Bunny  
Certified

Burt's Bees has  
never tested  
on animals.  
Only on human  
volunteers.

Community  
Sourcing Shea  
& Beeswax

115 site visits in  
24 countries

~20k 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 2015,  
we've offset  
carbon  
emissions from  
our facilities,  
transportation,  
and employee  
travel

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

# Our Skin Care Philosophy

Your skin is beautifully alive.  
It's a living, breathing tissue –  
your body's largest, loveliest organ –  
and when it's healthy, it shows.

Just as the right mix  
of foods from the earth  
nourish your *body*, the right mix  
of ingredients from the earth  
help nourish your *skin*,  
giving it a fresh vitality that  
comes from balance.

**Inspired by the beauty, wisdom  
and power of nature.**



NURTURE  
— *the life of* —  
YOUR SKIN



BALANCED  
*Skin Cycle*



NATURE  
*As Laboratory*



NUTRITION  
*For Skin*



WHOLE  
*Formulas*



# Skin Care Routine

## 1 CLEANSE

**Action:** Removes surface impurities  
Make Up, Oil, Dirt, Environmental Build Up

**Value:** If not removed, impurities oxidize, causing a filmy substance to stick to skin; leads to long term irritation of skin

## 2 TONE

**Action:** Removes residue and prepares skin to better absorb moisturizer

**Value:** If not used after cleansing, will cause a slower absorption of moisturizer

## 3 MOISTURIZE

**Action:** Provides hydration and forms a film on skin that reinforces the epidermal barrier. Designed to attract moisture from the environment and soothe skin

**Value:** Helps to strengthen the lipid barrier and plump skin to appear wrinkle free

## SPECIAL CARE

**Exfoliate - Action:** Removes dead cells

**Value:** Skin appears younger, glowing and even toned

**Serum: - Action:** Targets areas of concern, provides extra hydration/nutrients . To be applied under a moisturizer

**Value:** Skin is more luminous and has extra protection against environmental stressors

# How Much? Guideline



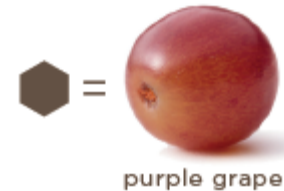
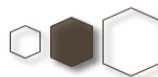
## AMOUNT SIZING:



serums,  
treatments,  
eye cream



day lotions/creams  
night creams



cleansers,  
toner waters,  
masks





A close-up photograph of a woman's eye, which is light blue with a greenish tint, looking through a large, vibrant green leaf. The leaf's veins are prominent and create a natural frame around the eye. In the bottom right corner, there is a faint, white, geometric pattern of interconnected hexagons, resembling a honeycomb structure. The overall color palette is dominated by various shades of green, with the woman's skin and eye providing a warm contrast.

# Sensitive Skin Care Line

# Sensitive Skin

**What's Happening:** Due primarily to genetic predisposition or acquired sensitivity, the barrier function of the epidermis is compromised, allowing external stressors and allergens to more readily irritate the skin, triggering inflammation.

**Common Causes:** genetic predisposition, contact with allergen, stress, excess UV exposure, air pollution, contact with harsh chemicals, cleansers or general product irritants such as fragrance or preservatives, side effect of chemo and other medical therapies.

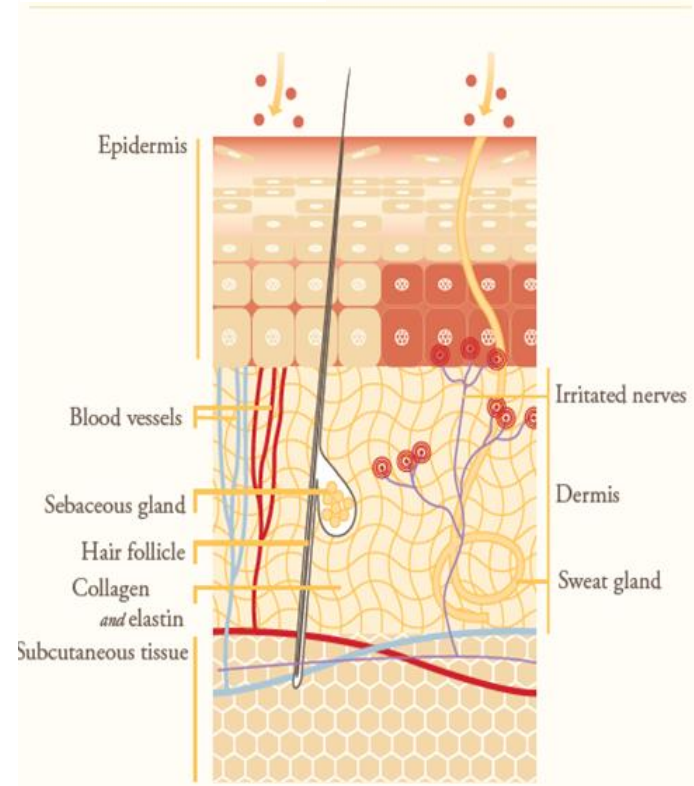
**Skin Appears:** dry, red, irritated, inflamed, puffy, hives, rashes and/or blemishes.

**Customer may describe as:** tingling, tight, dry, itchy, blotchy, stinging, burning, painful.

**Skin Conditions** that are categorized as "sensitive":  
acne, rosacea, dermatitis

One common characteristic: *inflammation*

Sensitive Skin



# Sensitive Solutions Skin Care

## Key Ingredients



- ◆ Aloe: this plant's gel has more than 75 nutrients and a stunning 200 active compounds, including 12 vitamins, 20 minerals and 18 amino acids; renowned for its anti-inflammatory benefits, Aloe also hydrates and soothes the skin.



- ◆ Rice Milk : To help calm and soothe skin. This potent Rice Extract contains sirtuin, which is linked to skin longevity and helps reduce damage from environmental stress.



# Sensitive Solutions Skin Care

*Sensitive Refresh In-Store February 2022*

- Improves skin's moisture barrier and soothes visible redness and irritation due to dryness with Aloe, Rice Milk and intentional blend of humectants, oils and Squalane.

- ❖ Awarded the Eczema Association 'NEA Seal of Acceptance™



- ❖ Allergy-Tested
- ❖ Fragrance-Free
- ❖ Safe for Sensitive Skin



The **Journal of Drugs in Dermatology** (JDD) published clinical data supporting the efficacy of Burt's Bees nature-based Sensitive Skin regimen at maintaining a healthy skin barrier function and improved skin health vs. dermatologist-recommended synthetic regimen.

[www.businesswire.com/news/home/20180813005082/en/Burt%E2%80%99s-Bees-Nature-Based-Sensitive-Skin-Care-linical#.W3LKWsNZC11.email](http://www.businesswire.com/news/home/20180813005082/en/Burt%E2%80%99s-Bees-Nature-Based-Sensitive-Skin-Care-linical#.W3LKWsNZC11.email)

98.7 – 98.9% Natural Origin

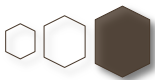
# Gentle Cream Cleanser

- ❖ Clinically shown to moisturize sensitive skin while gently cleansing away dirt, oil and makeup without over drying or causing redness or irritation.
- ❖ Improve your skin's moisture barrier when cleansing with this cream cleanser, which removes impurities without stripping the skin of crucial moisture.
- ❖ Soothing Aloe and Rice Extracts help prevent redness, moisturize and soften sensitive skin.
- ❖ Soap-Free and Fragrance-Free

**How to Use:** Wet face and apply cleanser with fingertips or a wet washcloth. Massage gently, avoiding contact with your eye area. Rinse thoroughly. Then pat skin dry.



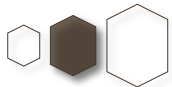
98.7% Natural Origin



# Gentle Day Lotion

- ❖ Clinically shown to moisturize all day without causing redness or irritation.
- ❖ Improve skin's moisture barrier while soothing visible redness and irritation.
- ❖ Airless pump to dispense just what is needed while protecting freshness and purity of this gentle cream.
- ❖ Fragrance-Free.

**How to Use:** Apply daily in the morning after cleansing, gently smooth over face and neck.



98.8% Natural Origin

# Sensitive Solutions

## SPF 30 Gentle Day Lotion

**Lightweight Natural Mineral Sunscreen Technology that protects and nourishes skin**  
*Improve your skin's moisture barrier while soothing visible redness and irritation*

- ❖ Developed with Dermatologists
- ❖ This lightweight mineral sunscreen, made with Natural Zinc Oxide (16.9%), offers broad spectrum SPF 30 sun protection
- ❖ Formula includes Aloe and Rice Milk and intentional blend of humectants, oils and Squalane to hydrate and soften skin
- ❖ Clinically shown to soothe sensitive skin, reducing visible signs of redness and irritation helping to restore the skin's moisture barrier

How To Use: • Apply liberally 15 minutes before sun exposure.  
Reapply at least every 2 hours.

Sustainability: • Packaging is recyclable with Terracycle



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

99.4% Natural Origin

Ingredients: water, caprylic/capric triglyceride, glycerin, polyglyceryl-6 stearate, C13-15 alkane, pentylene glycol, mica, C15-19 alkane, silica, cetearyl nonanoate, inulin, squalane, polyhydroxystearic acid, carthamus tinctorius (safflower) seed oil, simmondsia chinensis (jojoba) seed oil, aloe barbadensis leaf juice, honey, argania spinosa kernel oil, saccharomyces ferment, beeswax, oryza sativa (rice) extract, acacia Senegal gum, tocopheryl acetate, polyglyceryl-6 behenate, stearyl alcohol, cetyl alcohol, xanthan gum, glyceryl laurate, sodium PCA, sodium citrate, citric acid, sodium phytate, bisabolol, potassium sorbate, fructose, glucose, inositol, sucrose, trehalose, myristyl alcohol, arachidyl alcohol, benzoic acid, sodium benzoate, hydroxyacetophenone



# Gentle Eye Cream

- ❖ Clinically shown to moisturize the delicate eye area without causing redness or irritation
- ❖ Improves skin's moisture barrier while soothing visible redness and irritation.
- ❖ Our airless pump allows you to dispense just what you need while protecting freshness and purity of this gentle eye cream
- ❖ Ophthalmologist-tested

**How to Use:** Use in the morning or evening. Place small dots around eye area and gently smooth into skin.



98.7% Natural Origin

**Ingredients:**

aqua (water, eau), cetyl alcohol, cetearyl alcohol, glycerin, olea europaea (olive) fruit oil, helianthus annuus (sunflower) seed oil, cocos nucifera (coconut) oil, CI 77947 (zinc oxide), alcohol denat., kaolin, cocoglycosidegossypium herbaceum (cotton) flower extract, oryza sativa (rice) extract, beta vulgaris (beet, extrait de racine de betterave) root extract, artemisia umbelliformis extract, euphrasia officinalis extract, butyrospermum parkii (shea) butter saccharum officinarum (sugar cane, extrait de canne à sucre) extract, aloe barbadensis leaf juice, chondrus crispus (carrageenan), ricinus communis (castor) seed oil, sucrose, fructose glucose, inositol, citric acid, benzoic acid, lactic acid, trehalose, xanthan gum, potassium sorbate, sodium benzoate, sodium PCA, phenoxyethanol

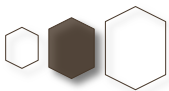
# Gentle Night Cream

- ❖ Clinically shown to moisturize sensitive skin overnight without causing redness or irritation
- ❖ Improve your skin's moisture barrier while soothing visible redness and irritation.
- ❖ Sensitive skin has a depleted moisture barrier, which may allow irritants to trigger redness. This formula, which includes an intentional blend of humectants, oils and squalane, improves your skin's moisture barrier -while soothing visible redness and irritation.
- ❖ With Aloe and Rice Milk to help calm and soothe skin



98.8% Natural Origin

**How to Use:** Use daily in the evening after cleansing, gently smooth over face and neck.



# Sensitive Facial Cleansing Towelettes

- ❖ Towelette fabric is a premium substrate made from **repurposed, excess fabric from cotton clothing production scraps**. Silky soft!
- ❖ Infused with moisturizing Rice Extract and calming Aloe to help soothe sensitive skin.
- ❖ Conveniently and gently cleanses skin with naturally-derived, plant-based cleansers to remove dirt, oil and make-up (including eye make-up) without rinsing.
- ❖ Will not cause redness or irritation.
- ❖ Hypoallergenic
- ❖ Allergy-Tested
- ❖ Fragrance-Free
- ❖ Ophthalmologist Tested.

**How to Use:** Gently wipe face with towelette to remove dirt, oil and makeup. No need to rinse.



98.5% Natural Origin

**BURT'S BEES®**

TRUE TO NATURE™

**Natural Acne  
Solutions™  
Skin Care**

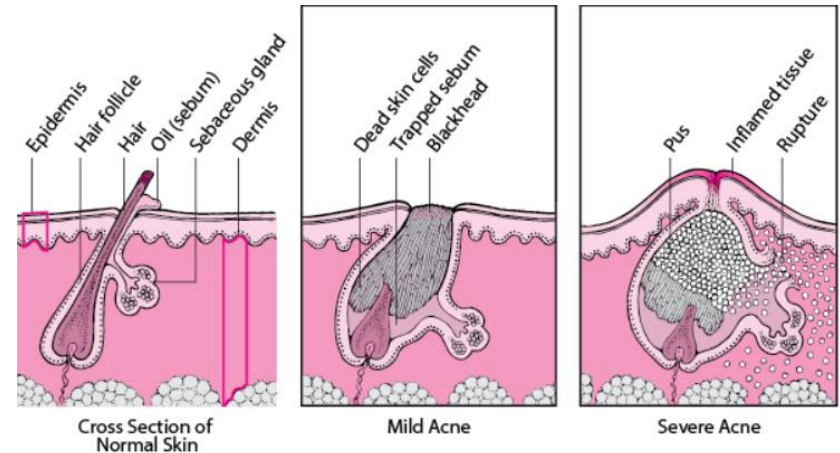




# Acne / Blemish Prone Skin

**What's Happening:** Due to several factors, including hormonal changes, genetics and stress, skin over-produces sebum, which becomes blocked in the pore opening.

*P. acne* bacteria multiply, creating a waste known as free fatty acid. Excess free fatty acid can be extremely irritating and may trigger inflammation and infection of the pore, leading to visible blemishes.



**Common causes:** hormonal fluctuation, genetics (large pore = large sebaceous gland), a reaction to a sensitizer or irritant, using of comedogenic products or make up and stress.

**Skin appears:** pores are enlarged, visible black/white heads/blemishes, scars and discolouration from prior outbreaks, skin may appear oily or dry/flaky and red/irritated.

**Individual may describes as:** greasy, oily, blemishes, pores are clogged or break outs.

# Natural Acne Solutions

## Key Ingredients



**Willow Bark Extract** - derived from the bark of the black willow tree and contains natural beta hydroxy acids, including acne-fighting salicylic acid. This extract works as a natural skin exfoliant to help unplug pores and has anti-inflammatory properties.



**Cica** – (Centella Asiatica), also known as Tiger Grass, is renowned for its skin soothing, anti-inflammatory and conditioning properties. It is abundant with amino acids, beta-carotene, fatty acids, and phytochemicals, including vitamins C, A, B1, and B2.

# Natural Acne Solutions

(transitioned from Anti-Blemish Skin Care)



98.9 - 99.9% Natural Origin

- ✓ Clinically shown to help control oil, prevent and reduce acne without irritating skin.
- ✓ **NEW formula** includes on trend:
- ✓ **Cica** (Centella Asiatica), renowned for its skin soothing, anti-inflammatory and conditioning properties.
- ✓ And Active Ingredient: **Salicylic Acid**, derived naturally from Willow Bark
- ✓ Each Anti-Blemish Solutions product has an NPN (Natural Product Number) awarded from Health Canada.

# Natural Acne Solutions Purifying Gel Cleanser



- With soothing Cica and naturally derived, acne-fighting Salicylic Acid
- Treats acne and helps prevent future breakouts, without overdrying
- Treats and prevents breakouts while gently cleansing skin
- You're left with skin that looks and feels clean, balanced and healthy

## HOW TO USE:

Cleanse face in the morning and evening avoiding the eye area. If contact occurs, rinse thoroughly with water.

### **PRO TIP:**

Wet face and apply cleanser with fingertips or a wet washcloth. Massage gently, avoiding contact with your eye area. Rinse thoroughly and pat skin dry.



98% Natural Origin

NPN# 80010403



Active Ingredients: Salicylic Acid 1.0%

Inactive Ingredients: water, lauryl glucoside, decyl glucoside, sucrose laurate, salix nigra (willow) bark extract, sodium chloride, coco-betaine, betaine, centella asiatica leaf extract, coco-glucoside, glycerin, glyceryl oleate, lonicera japonica (honeysuckle) flower extract, lonicera caprifolium (honeysuckle) flower extract, potassium cocoyl hydrolyzed soy protein, citric acid, hydrogenated palm glycerides citrate, lecithin, alcohol, tocopherol, ascorbyl palmitate, sodium

Deep Cleansing Scrub



# Natural Acne Solutions Pore Refining Scrub



- With soothing Cica and naturally derived, acne-fighting Salicylic Acid
- Unclogs pores and washes away daily build-up, even dirt and oil you can't see
- Cleanses without overdrying skin
- Gently scrub your way to clear, healthy-looking smooth skin

## HOW TO USE:

Wet face and apply scrub with fingertips or wet washcloth, avoiding contact with the eye area. Rinse thoroughly. Use 2-3 times per week as part of your acne regimen.

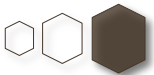
## PRO TIP:

Apply scrub to finger tips and rub to warm and thin, then apply evenly to a wet face. Massage in a circular motion to gently exfoliate, avoiding contact with your eye area. Rinse thoroughly by repeated splashing



99% Natural Origin

NPN# 80010012



# Natural Acne Solutions Targeted Spot Treatment



- With soothing Cica and naturally derived, acne-fighting Salicylic Acid
- Instantly works to penetrate and clear clogged pores
- Naturally-derived, acne-fighting Salicylic Acid instantly penetrates pores to reduce the redness and appearance of blemishes, clear skin, and help prevent future breakouts
- Targeted Acne Spot Treatment in bottle with a small, built-in dabber for direct, on-the-spot treatment

## HOW TO USE:

Apply to face in the morning and evening after cleansing.

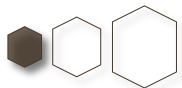
### PRO TIP:

With clean hands, apply 1-2 drops of treatment to fingertip and tap onto any and all active blemishes, use as needed. Allow 1-2 minutes for full absorption before continuing with regime or make up.



99.9% Natural Origin

NPN# 80010003





# Quiz

# Name one of the 6 Values of our *conscious* SKIN CARE FROM START TO FINISH



INGREDIENTS  
FROM NATURE



LEAPING BUNNY  
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Since 2010,  
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## Name one ingredient in our Sensitive Solutions Skincare line.



- ◆ **Aloe:** this plant's gel has more than 75 nutrients and a stunning 200 active compounds, including 12 vitamins, 20 minerals and 18 amino acids; renowned for its anti-inflammatory benefits, Aloe also hydrates and soothes the skin.



- ◆ **Rice Milk :** To help calm and soothe skin. This potent Rice Extract contains sirtuin, which is linked to skin longevity and helps reduce damage from environmental stress.



Name the new on trend anti-inflammatory ingredient in the refreshed formula of our Natural Acne Solutions Skin Care line.



**Cica** (Centella Asiatica), renowned for its skin soothing, anti-inflammatory and conditioning properties.



# BURT'S BEES<sup>®</sup>

## Educational Support

# education support 2023

Mission: Lead the natural conversation in Lip and Face care

## ONLINE FOCUS

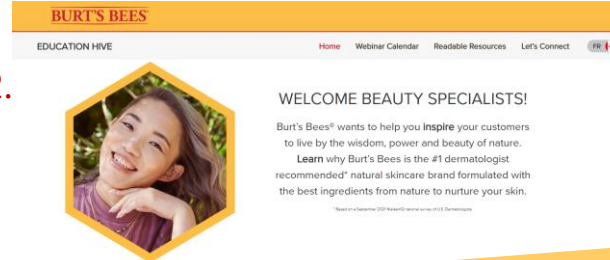
1. **NEW!** ExpertVoice – 4 Online Lessons.
  - November 1<sup>st</sup>: Brand Lesson; Lip Lesson
  - February 1<sup>st</sup>: Skin Care Intro & Sensitive; Acne
2. Burt's Bees Education Website  
<http://burtsbees.ca/education>
  - Location for Education resources exclusively for Customers
3. Webinars – 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](mailto:education@burtsbees.com) to receive.
6. Product Knowledge Hand Outs

## IN PERSON

7. Buzz about Burt's – retail education program planned for April/May 2023.



6.







Questions?

# Thank You!



CHRISTINE JACKSON  
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BURT'S BEES® Canada

[education@burtsbees.com](mailto:education@burtsbees.com)





Burt's Bees has always had the philosophy  
that "*since we take from nature,  
we must give back to nature*".

- Roxanne Quimby