



Cosmetics &
Lip Colour
with Care
Education
2023

Cosmetics



Natural vs Synthetic Ingredients



Eye Shadow



Eyeliner



Brow Pencils



Mascara

Synthetic

Talc	Silicones	Silicones	Carbon Black
Acrylate Polymers	Petro-Chemicals	Petro-Chemicals	Acrylate Polymers
Petro-Chemicals	Acrylate Polymers	Acrylate Polymers	Petro Chemicals
	Synthetic Wax	Synthetic Wax	Parabens
Sugarcane Squalane	Mango Oil	Shea Butter	Mica
Bamboo Powder	Meadowfoam Seed Oil	Mica	Community Sourced Beeswax
Mica	Jojoba	Jojoba Oil	Jojoba
Jojoba			

Burt's Bees

Face & Eye Balms

Un-Makeup for a natural, fresh look that delivers vitamins and hydration to the skin

Multi-benefit cosmetic face balms for a perfect natural look

Face Balms formulated with Responsibly sourced Beeswax, Cupuacu Butter, Jojoba Oil, and Daikon Radish Seed Oil.

Glowing Face Balm with Vitamin C hydrates & Illuminates skin. Responsibly sourced Mica mineral provides blurring effect.

→ Wear solo, as a highlighter or blurring primer for all skin tones.

Soothing Face Balm with Aloe Butter & Aloe Extract to soothe and reduce visual redness. Responsibly sourced Mica mineral provides blurring effect.

→ Wear solo or as a colour-correcting primer) or for an instant refresh.

Illuminating Eye Balm naturally-derived Vitamin C to illuminate. Responsibly sourced Jojoba Oil, multi-tasking Sugarcane Squalane and Vitamin E nourish and moisturize.

→ Lightly tinted, instantly helps reduce look of under-eye circles.

100% natural origin



The Luminizer – Nourishing Highlighter

Get that radiant healthy-looking glow

Multi-benefit nourishing highlighter that gives you a healthy-looking glow

- Made with our patent pending Green Tea complex, packed with vitamins and antioxidants, to support healthy glowing skin.
- Works to improve the appearance of skin and to fight uneven skin tone
- Hydrating and Non-sticky formula that blends effortlessly
- Naturally illuminates all skin tones
- Fragrance Free

How To Use:

- Can be worn alone to highlight your best features or combined with moisturizer or foundation for an all-over healthy, dewy glow. Can also be mixed with sunscreen or lotion for an all over body glow.



- Available in two shades
 - Star Light
 - Golden Hour

99.8% Natural Origin

All Aglow Lip & Cheek Sticks

An on-trend hybrid product to give cheeks and lips the perfect pop of natural colour.

- A dual-function make up stick that gives lips and cheeks beautiful colour and a natural glow.
- Applies smoothly and blends easily without feeling heavy, cakey or greasy
- Jojoba Oil, Cupuacu Butter and a hydrating core made of Coconut Oil hydrate and nourish skin.
- Daikon Radish Extract provides antioxidants and nutrients for healthy-looking, radiant skin.
- 8-hour moisturization and a lightweight finish.
- Dermatologist tested.



100% Natural Origin



Suez Sands Peony Pool Blush Bay Dahlia Dew

* According to results of the 2020 Best New Product Awards survey conducted by BrandSparkInternational. The Best New Product Awards logo is a trademark of Best New Product Awards Inc., used under license.

INGREDIENTS: simmondsia chinensis (jojoba) seed oil, helianthus annuus (sunflower) seed oil, cera alba [beeswax], cocos nucifera (coconut) oil, ricinus communis (castor) seed oil, raphanus sativus (radish) seed extract, lauryl laurate, mica, theobroma grandiflorum seed butter, silica, rosmarinus officinalis (rosemary) leaf extract, tocopherol, glycine soja (soybean) oil, linoleic acid, linolenic acid, aqua [water], alumina, aroma [flavor]*, linalool. May contain [+/-]: CI 75470 [carmine], CI 77491 • CI 77492 • CI 77499 [iron oxides], CI 77891 [titanium dioxide] *arome naturel / natural flavour

Nourishing Eyeliner

Fade and smear resistant colour that is easy to apply and is specially formulated for the delicate eye area.

- ❖ Applies smoothly and easily for beautiful results.
- ❖ All-day wear without smearing or fading.
- ❖ Nourishes eye area with Jojoba, Meadowfoam Seed and Mango Oils.
- ❖ Ophthalmologist-tested and safe for sensitive eyes and contact lens wearers.
- ❖ Wood pencil with responsibly sourced cedar.

How To Use: Apply along the lash line of the upper and/or lower lid to define and enhance the shape of the eye. Top lash lining should be visible when the eye is open and should be wider than bottom lash lining when both are used

Tip: A freshly sharpened pencil will make application easier and deliver precision that will allow you to vary the width of the line across the lid (increasing width as you move from inner to outer eye).



99.9% Natural Origin



Soft Black

Power Brow Brow Gel

Get more powerful brows
with nature's most powerful ingredients

- Nourishing Safflower Seed Oil conditions and moisturizes brows
- Community sourced Beeswax provides texture and hold
- Nourishing brow gel which visibly thickens, shapes and grooms brows into place.
- Enhance, define, and hold natural brows shape and colour for fuller, more powerful brows



How To Use:

- 2 options - Use alone or layer on top of powder or pencil for extra colour and hold.
 - 1/ Brush gel into brows in short, upward strokes.
 - 2/ Fill in brows with Burt's Bees Brow Pencil. Layer the Brow Gel on top for added volume, colour and hold.

- Available in three shades
 - Ash Blonde
 - Rich Brunette
 - Deep Brown

100% Natural Origin

Ingredients: aqua [water], dicaprylyl carbonate, mica, coco-caprylate/caprate, polyglyceryl-4 diisostearate/polyhydroxystearate/sebacate, glycerin, caprylic/capric triglyceride, lauroyl lysine, sodium chloride, nelumbo nucifera extract, camellia sinensis leaf extract, tocopherol, ascorbic acid, hydrogenated castor oil, sodium phytate, potassium sorbate, sodium benzoate May Contain[+/-]: CI 77891 [titanium dioxide], CI 77491 [iron oxides]

All Aflutter Volumizing Mascara

Instantly add a boost of volume to your lashes without smudging or clumping.

- Nourishes, conditions and volumizes lashes
- Made with responsibly sourced **Jajoba Oil** and community sourced **Beeswax** to nourish lashes.
- Created with rich mineral pigments for an intense, rich colour long wearing formula that last all day
- Our wired brush with nylon bristles has been specially designed to coat and define lashes.
- Ophthalmologist tested and gentle enough for delicate eye area and safe for sensitive eyes and contact lens wearers.
- Packaging Sustainability - 81% PCR content

How To Use: Remove wand from mascara barrel and wipe any excess mascara on the edge of the barrel. Apply from the base of your upper lashes up and away from your eye, while twisting the mascara brush. Repeat application from the base of your lower lashes and down away from your eye. Let each coat dry for 20-30 seconds to avoid clumping and repeat with a second or third coat as needed.



100% Natural Origin

Available in 2 shades:



Classic
Black



Brown/
Black

Lip Colour with Care



Tinted Lip Balm SPF 30

Tinted Lip Balms with just a hint of colour and SPF 30

- Natural mineral Zinc Oxide provides broad-spectrum SPF 30 protection
- Replenish lips with responsibly sourced Shea Butter and Botanical Waxes that hydrate and nourish lips
- A hint of colour beautifies lips.
- With a natural, tropical Coconut scent



- Available in two Shades
- 100% Natural Origin

How to Use: Apply liberally to lips as needed.

Shimmers

Naturally luminescent lip colour with our signature Peppermint flavour in 12 beautiful shades.

- Formula features lush Shea Butter to hydrate.
- Antioxidant rich blend of fruit seed oils (strawberry, black current and elderberry) - known to combat free radical damage and improves skin smoothness.
- Vitamin E, coconut and sunflower oils nourish and moisturize.
- Mica adds a pearlized shimmer and Peppermint Oil adds a refreshing tingle.
- Natural earth pigment based colour and shine.

How to Use: Shimmers' slim profile make them easy to apply anytime, anywhere.



100% Natural Origin

12 Shades

Gloss & Glow Glossy Balm

Get your glow on with our on-trend, ultra-hydrating glossy balm

An ultra hydrating balm that provides a semi-sheer colour and a glossy glowing finish

- Made with responsibly sourced Coconut and Olive Oil to smooth and soften lips
- Mango Butter to enhance the glossy finish
- Light, clean, natural floral scent
- Glossy finish with no messiness or stickiness

How To Use:

- Unravel outer package wrap to open the product.
Apply to lips as needed.



100% Natural Origin

- Available in four shades
 - Winning in Pink – light pink
 - Chai Time - nude
 - Eat, Drink, and be Cherry – bright red
 - Wine Wednesday – deep rouge

Squeezy Tinted Balm

A trending format for moisture and sheer colour.

- ❖ Squeezy Tinted Balm provides a hint of natural colour and a healthy-looking shine.
- ❖ Four sheer shades are drenched with a different fresh flavour:
 - Watermelon Rush
 - Sweet Peach
 - Berry Sorbet
 - Mandarin Granata
 - Summer Melon
 - NEW - 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.
- ❖ All day moisturization

How to Use: Squeeze tube for easy application directly onto lips.



100% Natural Origin

Watermelon Towelettes

Cleansing, hydrating with a refreshing scent

- Wipe away makeup, dirt and oil leaving a hint of refreshing watermelon scent.
- Watermelon and nutrient rich botanicals hydrate
- Glycerin and Aloe to hydrate and soothe
- Made with repurposed cotton from t-shirt production (min. 60%).
If towelette has colourful flecks, don't worry, it's the cotton!
- Soft as silk
- Suitable for all skin types

How To Use:

- Gently wipe face with towelette to removed dirt, oil and makeup.
No need to rinse. Do not flush.

Ingredients: water, glycerin, aloe barbadensis leaf juice, phenoxyethanol, polyglyceryl-4, caprate, sodium benzoate, fragrance* disodium cocoylglutamate, citric acid, potassium sorbate, tocopherol, sodium cocoylglutamate, citrullus lanatus (watermelon) seed extract, helianthus annuus (sunflower) seed oil, gera niol, limonene *natural fragrance



98.5% Natural Origin



QUIZ

#1 What is the key ingredient in our Luminizer - Nourishing Highlighter?



- Patent pending **Green Tea complex**, packed with vitamins and antioxidants, to support healthy glowing skin.

#2 Is our All-Aflutter Waterproof Mascara safe for sensitive eyes?



- **Yes.** Ophthalmologist tested formula that is safe for sensitive eyes

#3 What is the % Natural Origin of our Gloss & Glow Glossy Balm?



100% Natural Origin

Available in four shades

- Winning in Pink – light pink
- Wine Wednesday – deep rouge
- Eat, Drink, and be Cherry – bright red
- Chai Time - nude



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