

A wooden beehive, constructed from three stacked boxes, stands in a lush green field filled with numerous yellow dandelions. The beehive has a small, irregular hole in the top of its uppermost box, and a larger, semi-circular entrance hole is visible on the middle box. A piece of light-colored, textured material, possibly a piece of wood or bark, is perched on top of the beehive. In the background, a row of trees with white blossoms stretches across the horizon under a clear blue sky. The overall scene is bright and natural, suggesting a healthy, thriving environment.

Heritage Skin Care,  
& Mask, Towelettes





# BURT'S BEES<sup>™</sup>

TRUE TO NATURE<sup>™</sup>

## THE WHOLE STORY

### Our Values



#### INGREDIENTS FROM NATURE

On average, Burt's Bees Products are **99% Natural Origin**. Formulated without Parabens, Phthalates, SLS or Petrolatum.



#### RESPONSIBLE SOURCING

Committed to **supporting communities & environments** where we source our ingredients.



#### RECYCLABLE PACKAGING

Burt's Bees packaging averages **52% PCR Plastics**. All packaging is recyclable curbside or free via **TerraCycle<sup>®</sup>**



#### NO ANIMAL TESTING

All products **Leaping Bunny Certified**.

### Our Efforts

#### Product

**100% transparent** when speaking to our products, ingredients and sourcing practices.

Proactively adopted the **1<sup>st</sup> & only International guidelines for natural & organic** cosmetic products - the ISO 16128.

#### Planet

**4,400 acres** of wildflowers and more than **15 billion seeds** planted, impacting as much as **145,000 acres** of farmland.

**41.7% increase** in post-consumer recycled (PCR) content of primary packaging as of 2018.

#### People

Established in 2007, the Burt's Bees Foundation has given **\$4.1 million in grants** to support work at the intersection of human and environmental health and inspires people to live a healthier, more nature-connected lifestyle.

### Our History

*True to Nature since 1984*



*"We take from Nature and therefore we must protect Nature in return"*

- Roxanne Quimby

Burt Shavitz & Roxanne Quimby created Burt's Bees in the early 1980s in Maine.

They both valued a connection to nature & a lifestyle that was low-impact & socially & environmentally conscious.







# SKIN CARE

## Face Care

### Sensitive Solutions



### Natural Acne Solutions



### Truly Glowing



### Renewal





# Skin Care Heritage & 'Must Have Singles



## Soap Bark & Chamomile Deep Cleansing Cream

*Luxurious cream gently cleanses away excess dirt, oil and make-up for naturally healthy looking skin.*

- This rich, sulfate-free facial cleansing cream is made with an effective, plant-based cleansing complex featuring **Soap Bark** and **Witch Hazel**.
- Naturally cleansing **Soap Bark** and healing **Aloe Vera** moisturize and soften skin while effectively removing dirt and oil.
- **Chamomile and Echinacea** soothe and calm for naturally fresh, healthy-looking skin.
- A hint of **menthol** leaves your skin feeling cool and refreshed. Avoid eye area.
- Great for all skin types.



- 99.9% natural origin

# Peach & Willowbark Deep Pore Scrub

*Gently exfoliates to remove dead skin cells for a smooth complexion.*

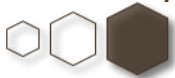
- Finely ground Peach Stone particles, in a creamy lotion base, naturally and gently exfoliate your skin.
- Willowbark and Golden Seal help clear pores by dissolving impurities.
- Ginger and Sea Algae extracts revitalize skin and replenish essential minerals.
- Lightly massage over clean, damp skin using only the pads of the fingers.
- Leaves skin deeply clean and smooth.

**Packaging:** All components are curbside recyclable or through Terracycle

**How to Use:** Wet face and apply face scrub with fingertips, massaging gently and avoiding contact with the eye area. Rinse thoroughly. Pat skin dry. For best results, follow with your favourite Burt's Bees® moisturiser.



99% Natural Origin



# Herbal Complexion Stick

*Fast acting natural treatment to banish blemishes naturally.*

- Infused with ten effective natural herbal ingredients.
- **Willow Bark Extract**, nature's version of salicylic acid, clarifies and gently exfoliates skin to help prevent breakouts. Willow Bark Extract contains natural Beta Hydroxy Acids which work to exfoliate skin to help unclog pores.
- **Tea Tree and Juniper Oils**, known for their antiseptic and astringent qualities, treat unwanted spots.
- **Calendula** helps to reduce inflammation and redness.
- Control and eliminate blemishes to keep your skin clear, naturally.

**Packaging:** All components are curbside recyclable or through Terracycle

**How to Use:** After facial cleansing, simply roll on as needed.



Alcohol denat., citrus limon (lemon) peel oil, calendula officinalis flower extract, borago officinalis (borage) extract, achillea millefolium (yarrow) extract, carum petroselinum (parsley) extract, Aqua (water, eau) foeniculum vulgare (fennel) oil, salix nigra (willow) bark extract, melaleuca alternifolia (tea tree) leaf oil, juniperus communis fruit oil, eucalyptus globulus leaf oil, citral, geraniol, limonene, linalool.



99.9% Natural Origin.



# Rose Micellar Toning Water

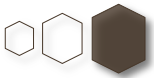
*Rose Micellar Toning Water removes makeup, cleanses and hydrates skin in one step.*

- ❖ Leveraging Micellar technology to trap and lift away dirt and oils. Micellar water is made up of micelles (tiny balls of cleansing oil molecules) suspended in soft water. Micelles are attracted to dirt and oil so effectively draw out impurities to cleanse skin.
- ❖ Rose Water featuring our responsibly sourced 'rosa centifolia flower extract' - gently harvested and extracted from Rosa Damascenas that grow in the "Valley of Roses" in Morocco.
- ❖ Alcohol-free formula is non-drying, gentle on skin and a healthy and effective way to tone skin.
- ❖ No harsh rubbing or rinsing required.
- ❖ Designed for all skin types, this multipurpose product leaves skin feeling clean, healthy-looking and hydrated.
- ❖ Dermatologist-Tested and Ophthalmologist Tested.
- ❖ Micellar Waters Bottles are 80% PCR (Post Consumer Recycled)

**How to Use:** Generously soak a cotton pad or pad with product. Wipe your face with closed eyes to cleans and tone. Follow up with your favourite Burt's Bees moisturizer. Can be used morning and night.



99.5% Natural Origin



# Refreshing Foaming Cleanser

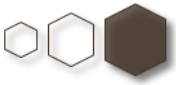
*with Cucumber & Mint*

*Refresh and revitalize skin with a gentle, soft foaming cleanser.*

- ❖ Gently removes dirt, oil, makeup and impurities without stripping skin.
- ❖ Nourishing Cucumber Extract nourishes, hydrates and soothes skin
- ❖ A gentle Mint fragrance\* awakens senses.
- ❖ Soap-free foaming cleanser has a silky ultra-light, soft texture that rinses off easily.
- ❖ Leaves skin feeling smooth and feeling soft.
- ❖ Non-comedogenic and non-irritating
- ❖ Dermatologically tested

**Packaging:** 80% PCR curbside recyclable bottle. All components are curbside recyclable or through Terracycle

**How to Use:** Dispense one to two pumps onto hands and massage into face and neck. Rinse thoroughly with water. Use daily, morning and night. To finish, apply your favorite Burt's Bees moisturizer.



\*a gentle spearmint extract



99% Natural Origin



# Cleansing Oil *with Coconut & Argan Oils*

- ❖ Clinically shown to cleanse and soften skin.
- ❖ Natural cleansing oil effectively removes dirt and make-up, rinsing clean without leaving any oily residue.
- ❖ Formulated with a unique blend of moisturizing Coconut Oil and nourishing antioxidant-rich Argan Oil.
- ❖ Leaves skin feeling soft, smooth and healthy looking.
- ❖ Dermatologist & Ophthalmologist tested

**How to Use:** Dispense product into dry hands. Gently massage over dry face. Wet hands and gently massage product onto face. Rinse thoroughly; pat dry.



100% Natural Origin

**Ingredients:**

caprylic/capric triglyceride, crambe abyssinica seed oil, isoamyl laurate, polyglyceryl-2 sesquioleate, fragrance, polyglyceryl-2 caprate, argania spinosa kernel oil, cocos nucifera (coconut) oil, helianthus annuus (sunflower) seed oil, rosmarinus officinalis (rosemary) leaf extract, tocopherol

# Facial Cleansing Towelettes

- ❖ Our towelette fabric is a premium substrate made from **repurposed, excess fabric from cotton clothing scraps**. Silky soft!
- ❖ Pre-moistened towelettes gently cleanse with naturally-derived plant-based cleansers.
- ❖ Conveniently and gently remove dirt, oil and make-up (including eye make-up) cleansing skin without rinsing.
- ❖ Dermatologist-Tested
- ❖ Ophthalmologist Tested.

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



99.1+% Natural Origin



# Hydrating Sheet Mask

Our Single-Use Sheet Masks moisturize and treat your skin in under 10 minutes.

- ✓ Burt's Bees Hydrating Sheet Mask instantly moisturizes and improves the texture of your skin, leaving it soft and supple with long lasting results
- ✓ Masks are infused with clary sage to instantly moisturize, balance PH and improve the texture of your skin and formulated for normal to dry skin types
- ✓ Usage: Unfold mask and place on washed face, smooth over surface. Leave on for 5 to 10 minutes. Remove and discard mask. Gently massage excess formula into face for soft, supple skin.



99% natural origin

aqua, glycerin, actinidia chinensis fruit water, propanediol, salix nigra bark extract, salvia sclarea extract, caesalpinia spinosa gum, polyglyceryl-4 caprate, sodium PCA, parfum, potassium sorbate, sodium benzoate, phenoxyethanol.

# Renewing Biocellulose Gel Sheet Mask

Replenish your skin with Burt's Bees Renewing Biocellulose Gel Mask

- ✓ Featuring anti-aging Rose & Algae Extract to moisturize and help smooth the skin
- ✓ Packed with skin-loving, nutrient-rich botanicals such as Rose and Algae Extract and Vitamin E that naturally hydrates leaving skin feeling smoother and healthy-looking
- ✓ Comfortably contours to your face adhering tightly to prevent sliding and slipping.
- ✓ The soft gel-like texture is cool to the skin upon application as it soothes, calms and refreshes skin with a boost of moisture
- ✓ Usage: Unfold mask and place on washed face, smooth over surface. Leave on for 10 minutes. Remove and discard mask. Gently massage excess formula into face for soft, supple skin.

aqua, glycerin, actinidia chinensis fruit water, propanediol, salix nigra bark extract, salvia sclarea extract, caesalpinia spinosa gum, polyglyceryl-4 caprate, sodium PCA, parfum, potassium sorbate, sodium benzoate, phenoxyethanol.



99.4% natural origin



# Detoxifying Charcoal Sheet Mask

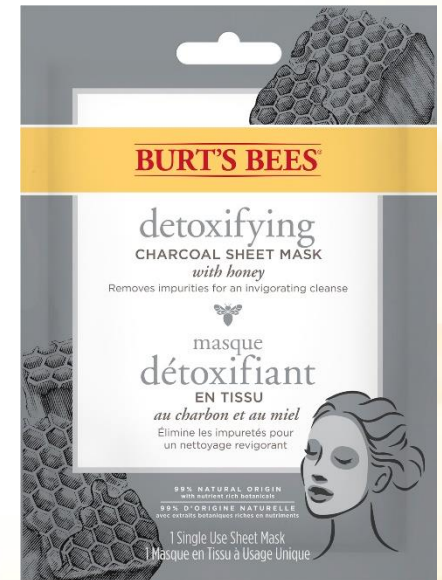
*Removes impurities for a powerful cleanse while being gentle and soothing to skin.*

**99% Natural**

- ✓ Convenient single use mask gently removes impurities, providing a deep cleanse
- ✓ Featuring sheet mask with embedded Charcoal, infused with hydrating Honey
- ✓ Soap free formula provides an invigorating cleanse that soothes, leaving skin feeling clean and hydrated and looking healthy

## HOW TO USE:

Unfold mask and place on clean face; smooth mask onto face; wait for up to 2 minutes; gently massage mask onto face; remove mask and rinse face.



## INGREDIENTS:

aqua, glycerin, propanediol, honey extract, salix nigra (willow) bark extract, caesalpinia spinosa gum, salvia sclarea (clary) extract, polyglyceryl-4 caprate, sodium PCA, alcohol, potassium sorbate, sodium benzoate, phenoxyethanol

BURT'S BEES CONFIDENTIAL

**BURT'S  
BEES**

# 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

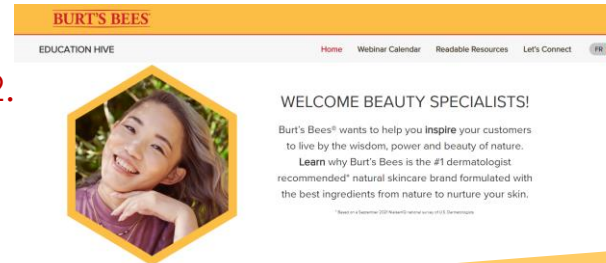
5. eNewsletter - emailed monthly to retailers.  
Contact [education@burtsbees.com](mailto:education@burtsbees.com) to receive.
6. Product Knowledge Hand Outs

## IN PERSON

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



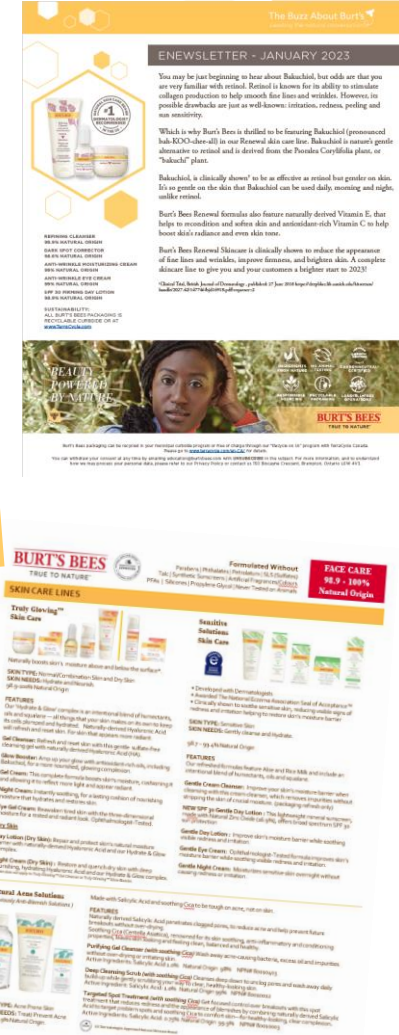
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# Quiz



# What Burt's Bees product would you recommend as a gentle exfoliant?

## Peach & Willowbark Deep Pore Scrub

*Gently exfoliates to remove dead skin cells for a smooth complexion.*

- **Finely ground Peach Stone** particles, in a creamy lotion base, naturally and gently exfoliate your skin.
- **Willowbark and Golden Seal** help clear pores by dissolving impurities.
- **Ginger and Sea Algae extracts** revitalize skin and replenish essential minerals.
- 99% Natural Origin.





Questions?

# Thank You!



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