

## ENEWSLETTER - APRIL 2023

Did you know the beauty industry creates around [120 billion units](#) of packaging, which accounts for 146 million tons of plastic, every year? Pair that with the fact that only 9% of all the plastic that's ever been made has been recycled, and it's clear that we all need to help make a change.

April is known as 'Earth month' and April 22<sup>nd</sup> is the annual Earth Day celebration held to raise awareness and demonstrate support for environmental protection. This year the theme for Earth Day is "Invest In Our Planet". For Burt's Bees, investing in our planet is simply part of how we work:

- ✓ Our formulas are on average 99.6% Natural Origin.
- ✓ 100% of our packaging is recyclable either curbside or through TerraCycle®
- ✓ Our packaging has an average of 50% recycled materials.
- ✓ We have Landfill-Free Operations.
- ✓ We are CarbonNeutral® Certified.

And we've made a commitment to **Net Zero Plastic to Nature** by 2025. Our plan includes:

- ✓ A 50% reduction in virgin packaging materials (plastic and fiber) by 2030 (33% by 2025)
- ✓ Moving toward a target of 100% recyclable, reusable or compostable packaging by 2025
- ✓ Investment in critical plastic recycling infrastructure in the US and around the world to recover and recycle at least as much plastic as our plastic footprint
  - We're teaming up with [RePurpose Global](#) to prevent the leakage of ocean-bound plastic through a multi-year partnership to develop critical recycling infrastructure in coastal communities in India and Ghana to eliminate over 1.5 million pounds of plastic waste otherwise bound for the ocean by the end of 2024.

**SUSTAINABILITY:**  
ALL BURT'S BEES PACKAGING  
IS RECYCLABLE CURBSIDE OR AT  
[www.TerraCycle.com](http://www.TerraCycle.com)

How can you and your customers help? Get savvy with your self-care routine!

- ✓ Choose personal care products with recyclable, reusable and refillable packages or those packaged in aluminum and glass.
- ✓ Choose plant-based facial towelettes (like Burt's Bees!) or reusable cloths.
- ✓ Swap plastic cotton swabs for bamboo or reusable versions.
- ✓ Replace your disposable razor for a reusable one for a more sustainable shave.
- ✓ Recycle what you can. Please recycle all Burt's Bees packaging curbside or through TerraCycle®.

Invest in a more sustainable beauty routine—to honour our beautiful planet.

Make every day 'Earth Day'.



**BURT'S BEES**  
TRUE TO NATURE™



Burt's Bees packaging can be recycled in your municipal curbside program or free of charge through our "Recycle on Us" program with TerraCycle Canada. Please go to [www.terracycle.com/en-CA/](http://www.terracycle.com/en-CA/) for details.

You can withdraw your consent at any time by emailing [education@burtsbees.com](mailto:education@burtsbees.com) with **UNSUBSCRIBE** in the subject. For more information, and to understand how we may process your personal data, please refer to our Privacy Policy or contact us 150 Biscayne Crescent, Brampton, Ontario L6W 4V3.