

## ENEWSLETTER - MAY 2023



TINTED LIP BALMS SPF 30  
100% NATURAL ORIGIN

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

Spring's warmer weather means enjoying more time outside...and *even more* attention to skin protection. Advise your customers that the delicate skin of the lips needs protection from UVA & UVB rays that damage skin too! Burt's Bees has broad spectrum\* mineral SPF 30 lip care for your customers who want to use products that are free of chemical sunscreen ingredients.

Burt's Bees® SPF 30 Tinted Lip Balms are formulated with 19.5% zinc oxide as the active ingredient. Zinc oxide forms a natural physical barrier to reflect sun rays away from skin.

- ✓ Featuring Almond Oil, Shea & Cupuacu Butters, Vitamin E, and responsibly sourced Beeswax to hydrate and nourish lips every day.
- ✓ Nano-Free\*\* Mineral Sunscreen sun protection
- ✓ Water Resistant 80 minutes and Reef-Friendly
- ✓ Available in 2 shades - Sienna Rose & Wild Peony

**Selling Tip:** Educate your customers on best practices for mineral sunscreen application. Apply liberally 15 minutes before sun exposure. Reapply at least every 2 hours.

\* Broad-spectrum means the sunscreen protects against both UVA and UVB rays. The Canadian Dermatology Association recommends broad-spectrum with a SPF 30 or higher.

\*\* By making the ingredients "nano-free or non-nano" it means that the formula particles are not small enough to penetrate the skin.



**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.