

About Burt's Bees:

At Burt's Bees, we don't waste our time - or yours - pretending to be something we're not. We prefer putting our energy into making the best natural personal care products out there to help you maximize your well-being. We're proud that our over 150 products are 99% natural on average with half being 100%! Still, we won't be satisfied until all of our products are 100% natural and we are currently aggressively pursuing this goal through reformulations and testing. You see, to us, the word "natural" means only one thing. It means "harvested from nature." Simply put, we strive to make people's lives better every day - naturally.

Bee Smart About Beauty:

We all want to do what's best for our bodies, including ensuring that what goes onto our skin and into our bodies is natural. But sometimes knowing what is *truly natural* isn't so easy. Because of this, we recommend reading your personal care labels as you would your food labels.

Along with the Natural Products Association and several leading natural personal care companies, we're working to create a Natural Seal that will help you to easily identify truly natural products. Be on the lookout for the Seal to start appearing on products in coming months.

Get to know the buzzwords on labels so that you know that what you are buying is truly natural. Watch for language like "nature inspired," "natural origin" or "made with" natural or organic ingredients. Be leery of product names using variations of "natural," "organic" or "botanicals." Most importantly, avoid ingredients like sulfates, parabens, petrochemicals and phthalates.

And rest assured that when it comes to Burt's Bees products, we will never compromise what is best for your experience and will always be true to what we define as natural.