

# BURT'S BEES®

## A Message from Burt's Bees for Earth Day 2007

### Dear Burt's Bees Consumer,

On the 27th annual Earth Day, we celebrate the marked increase of media coverage about sustainability, but we also acknowledge that it raises the question -- "what exactly is it and what does it mean to me?" At Burt's Bees, we believe that sustainability is about living our lives with an eye towards the long-term over the short-term by respecting our environment, our community and ourselves.

### Why does it matter?

We believe that the proof of global climate change is irrefutable and the primary driver of climate change is our human activity – namely the burning of fossil fuels (gas, electricity, coal), resulting in carbon being trapped in our upper atmosphere and creating a thermal blanket. Left unchecked, global warming will cause dramatic shifts in climate, resulting in unprecedented natural disasters and significant loss of habitat and biodiversity. Global climate change is the single greatest challenge to our global well-being and sustainable practices are the weapons we can all embrace to overcome this challenge. At Burt's Bees, we feel it is imperative that each of us do our part to work together towards adapting more sustainable practices, in our lives, every day.

Since 1989, we've built our business on the foundation of natural and earth friendly personal care. From our beginning, sustainability has been an essential part of our DNA and our commitment to the "greater good" has never wavered. The "greater good" is a pledge we've made to you - our consumers - and our community that we will do the right thing when it comes to our products (natural ingredients in sustainable packaging), our environment (sustainable manufacturing) and our fellow living creatures (not just people, but animals too!). *Please look out for more information about our pledge to you -- coming next month!*

Last year, within Burt's Bees, we created a team of employees – the Eco-bees – with the mission that we would refocus our efforts in sustainable practices by implementing ways in which we fundamentally improve our ways of working. The Eco-bees team set audacious goals for the company and we're on our way to meeting them!

- Earlier this year, our business went carbon neutral by purchasing 100% of our energy in renewable offsets.
- We further put our money where our mouth is and tied our employee bonuses to achieving our aggressive sustainability goals. Talk about incentive!

On this Earth Day 2007, we at Burt's Bees invite you to join us and commit (or recommit) yourselves to a sustainable future for all of us!

## **What can you do?**

Many of you are already making great contributions, but every one of us can make a significant impact by evaluating how we live our lives, every day. It takes just a little thought and yes, a lot of commitment but small changes taken by many of us will surely make all the difference.

Here are a few small changes you can make:

- Conduct an energy audit of your home (and workplace too!).
  - Turn on your lights only when they're needed and make sure to turn off lights when you leave a room. Of course, if someone is still in the room, you may want to ask them first!
  - We suggest also using motion lights in low traffic areas of your home or office.
  - Switching to compact fluorescent light-bulbs is also an easy change to make!
- Think about making the switch to driving a hybrid or high fuel economy car, look into carpooling on your commute to work or better yet -- take public transportation or peddle or walk to work.
  - Find every opportunity to reduce waste
  - Recycle everything you can and every time you can, not just sporadically!
  - Buy green products and look for Post Consumer Recycled content; it closes the loop by providing a profit incentive for recycling.

As we pause to reflect this Earth Day, I'd like to leave you with a final closing thought from Thomas L. Friedman, NY Times contributor and author of The World is Flat. Friedman eloquently wrote in The Power of Green, "...Green has the potential to be the new unifying political movement of the 21st century and has the force to be geostrategic, geoeconomic, capitalistic and patriotic." However, Friedman goes on to challenge that we must do more than simply cloak ourselves as green, we must go further and adopt a truly green lifestyle with a mindset that permeates and influences our every action and decision. He posits the potential that if we rise together against the climate challenge, just as an entire generation rose to face of the challenge of World War II, we will realize the full potential of the power of green.

The choice is ours to make – together and the time is now. We know that the decision is difficult, but the choices we all make today will determine whether we carry the torch of stewardship for the precious planet forward and take on the mantle as the Greatest Generation by becoming the Greenest Generation.

Let us mark this Earth Day as an opportunity to make the difficult right decisions and mobilize and rise to the challenge together.

Sincerely,  
John Replogle

President and CEO  
Burt's Bees

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