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Help us help you! Sign *Burt's Bill for Setting the Natural Standard.*

Did you know that there are personal care products labeled "natural" that contain...

- *NO natural ingredients?*
- *Chemicals like parabens, sodium lauryl sulfate, petro chemicals, and pthalates that have suspected human health risks?*

The reason why is that there is surprisingly NO regulation for what may be called a "natural" personal care product.

At Burt's Bees, we believe this simply isn't right. In a world where we're all trying to maximize our well-being, consumers should feel fully confident in the products they buy, especially those purported to be natural and good for you.

So as the leaders in natural personal care we are doing our part to help. We are working with the Natural Products Association and several competitors to ensure there is only one meaning for what is called "natural."

To make this happen, we need one more thing – YOU!

Our goal is to show the industry, other competitors, and retailers that our consumers care about this as much as we do! So we have developed Burt's Bill for Setting The Natural Standard. This "bill" is a drive to develop a standard for all natural personal care products. This would require that all natural personal care products:

1. *Meet the highest levels of being natural and safe*
2. *Use a seal on all packaging to help consumers easily identify truly natural products*

If you agree with this, please take a quick moment to join us and sign [Burt's Bill for Setting the Natural Standard](#) now.

By showing your support, individually and collectively, we will be able to fully convince other brands and retailers of the need to adhere to a standard and provide much needed education for consumers in stores. For the good of your well-being. For the good of your friends and family. For the good of the environment. For The Greater Good.

Thank you!

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