



**BURT'S BEES®**

**THE HIVE**

April 2008

Lips | Face | Body | Hands & Feet | Hair | Baby & Mom | Men | Outdoor

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Dear Hive Members,

## Celebrate sun and earth this month!

With warmer weather on its way, it's time to start thinking about protecting your skin from the sun's harmful rays. Browse our selection of **sun care products** and start making the most of longer daylight hours. And, while we think every day is Earth Day, the official celebration is on April 22. Get out there and do something good for the planet in your community!

## The Latest Buzz

For the third year running, our "Bee-utify Your World, Naturally" mobile tour is back, and better than ever! With 30 stops this year, it's coming to your area soon! **Check our tour dates** to see when. It's your chance to see what's new and get acquainted with Burt's Bees products like never before.

[> See Tour Dates](#)

## You said...

*"Thank you so very much for the **chemical-free sunscreen!** I have light skin and burn fairly easily . . . I applied the sunscreen before going out to work in my gardens on the first hot, sunny day of the spring, and at the end of the day, not a bit of burned skin on me!"*

— Heather H.

- [> See Full Testimonial](#)
- [> Share Your Thoughts](#)

## Hive Members' Exclusive

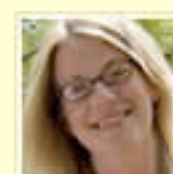
As a bonus for being a valued Hive subscriber, make a \$70 purchase at [burtsbees.com](http://burtsbees.com) during April and you'll get a free Aloe & Linden Flower After Sun Soother. Just order before 11p.m. EST on 4/30/08 and enter coupon code APRILSUN at checkout.

[> Shop Now](#)

## You Asked and We Listened

Be one of the first to pick up an environmentally sensitive Burt's Bees t-shirt, hat or tote bag! They look great and, since they're all made of ecologically sustainable fabrics like organic cotton and hemp, they support The Greater Good. Available exclusively online starting in mid-May!

## What are you most interested in?



**Update your preferences** now so we can give you more of what you want.

[> Update Your Profile](#)

## Send to a Friend

Share the latest buzz.

[> Forward Newsletter](#)



## 100% Natural Sun Protection



### Sun and Fun Naturally Go Together

Don't miss a moment of sunshine! Shield and soothe your skin with these natural skin care products formulated to help keep you beaming.

Our **Chemical-Free Sunscreen SPF 30** is a 100% natural, non-whitening formula that provides broad-spectrum UVA/UVB protection and helps keep skin hydrated without chemicals like octinoxate and oxybenzone. Instead, titanium dioxide, a naturally occurring mineral creates a micro-fine barrier on your skin to reflect the sun's harmful rays, making it effective immediately upon application and safe for kids. Also available in **SPF 15**.

Follow up with our **Aloe & Linden Flower After Sun Soother** and keep on the lookout for our new Sun Protecting Lip Balm with Passionfruit and SPF 15 coming this summer.

[> Shop Now](#)



## In Other News



renewable  
**choice**  
ENERGY

### A Win-Win for You and the Planet

This Earth Day, **pledge to reduce your environmental impact** and enter to win cool prizes like a 5-day trip for two, a shiny new commuting bike or a Head to Toe collection of Burt's Bees products to pamper yourself year-round. By making pledges at [MakeEarthDayEveryDay.com](http://MakeEarthDayEveryDay.com) you are automatically entered into the sweepstakes. It's an easy way to learn great tips and feel good about what you are already doing.

[> Enter to Win](#)

## Ask Burt's Bees

### How are natural sunscreens different from chemical sunscreens?

**Natural sunscreens** work by forming a physical barrier on top of the skin, as opposed to chemical sunscreens, which seep into the skin, potentially altering how our bodies process the sun's rays and upsetting normal hormone balance.

[> Learn More](#)



## Natural Facts



### Is titanium dioxide safe for me and my family?

Yes! Titanium dioxide is a natural mineral that is used by many industries, including the food, medical, dental, pharmaceutical and cosmetic industries. It is safe for ingestion into the human body as well as for topical application, as in **sunscreens**.

[> Check Out Our Suncare Products](#)