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BURT'S BEES®

THE HIVE

October 2007

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Dear Hive Members,

Welcome to the first edition of our new and improved The Hive eNewsletter!

Our new format is your monthly source for news, product info and exclusive Hive offers. In this issue, learn how we're protecting your well-being by **Setting The Natural Standard**, and how you can **protect yourself from germs** with our new hand sanitizer.

We also hope you'll visit the brand new [BurtsBees.com](#) to shop online anytime, and **update your preferences** so we can serve you better.

Community Forum

"I just have to say I am very proud of your company for standing up and standing out by making products that are good for humans and the environment. I read your site and it touched my heart. I felt Burt's Bees was genuine and cared about the environment and my well-being."

- Stephanie

R.

[Send Your Comments](#)

Share Your Thoughts

We'd love to hear your comments and suggestions about our new e-newsletter.

[Email Us](#)

Ask Burt's Bees

Are natural personal care products regulated?

97% of people think they should be...

[Learn More](#)

See Our Brand New Site!

Everything's New at [BurtsBees.com!](#)

We're excited to announce our brand new website with a sleeker look and exciting new content and features. Visit [BurtsBees.com](#) to read our [blog](#) and even [learn the facts](#) about the natural ingredients we use.

[Visit Now](#)



Monthly Product Spotlight

New! Aloe & Witch Hazel Hand Sanitizer
Eliminate up to 99.99% of germs naturally — without water.

- Corn-based alcohol kills germs
- Aloe vera softens and moisturizes skin
- Witch hazel soothes.

[Shop Now](#)



Free Head to Toe Kit

Spend \$70 or more and pamper yourself with this complimentary gift.

[Learn More](#)

The Greater Good



Sign Burt's Bill for Setting The Natural Standard

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

- NO natural ingredients?
- Chemicals with suspected human health risks?

This simply isn't right. So we're encouraging the industry to adopt a standard for what "natural" is. **Join our 25,000+ supporters!**

[Learn More](#)

Tell Us About Yourself



Give us the info we need to give you the best products.

[Update Your Profile](#)

Send to a Friend

Share the latest buzz.

[Forward Newsletter](#)



More Product News

Bay Rum Is Back Exclusively Online!

Our invigorating, richly-scented Bay Rum products for men are back by popular demand and available exclusively at [BurtsBees.com](#). Reunite with your favorites and get ready for our new men's products launching next month!

[Shop Now](#)



Natural Facts



Aloe Vera

The plant's pulpy, expressed juice is famous for its moisturizing and soothing properties, as well as for its ability to aid in healing.

[Check out Soothingly Sensitive Aloe and Buttermilk Lotion](#)

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