



**BURT'S BEES®**

**THE HIVE**

April 2009

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## Dear Hive Members, Protect your skin *and* the Earth!

This month, our special **Planet Earth Celebration** will bring people together to help protect our planet. Check out our special **Earth Day tips** from Burt's Bees and RecycleBank. And you won't want to miss our good-for-you, good-for-the planet packaging on products like our **NEW SPF 8 Lip Balm**. Happy Earth Day!

## Tell a Friend

Know someone who would enjoy reading the latest buzz as much as you do? **Pass this email along and share the fun!**

> [Send to a Friend](#)



## On Our Minds

### We're committed to protecting the Earth we all share.

Our ultimate goal is to be the greenest personal care company on Earth and we're working hard to make it a reality. Did you know that by 2020, we are committed to being carbon free and operating on 100% renewable energy? We also want to make sure that none of our waste will go to landfills. Learn more about our progress with special Earth Day tips from us and our partner RecycleBank.



> [Learn More](#)

## Hive Exclusive



### It's our 25th Burt Day!

Well, almost! The **big celebration starts next month** and our Hive members are the first to receive a special gift — just for you. Not only are our online grab bags back, but now through 4/22/09, get free FedEx ground shipping when you spend \$25. Simply enter promotion code "HIVEBDAY" (case-sensitive) to receive your discount.

> [Shop Now](#)

## We Know You'll Love...



### A Kiss of Protection for Healthy Lips

Even lips need protection from UVA/UVB rays. Now they can get it naturally with our **SPF 8 Lip Balm with passionfruit extract**. Titanium dioxide reflects the sun's harmful rays to protect without chemical sunscreen actives, while passionfruit extract soothes, nourishes and rejuvenates lips so they're soft and healthy even after the sun goes down. And with its **Earth-friendly packaging**, it's good for both you and the planet!

> [Shop Now](#)

## Dumpster Dive

We recently went through our trash to **see where we could be doing better** with recycling efforts — and captured it all on film!

> [Watch the Video](#)

## Natural Fact

### Our Shrinking Footprint

Our new **lip balm and lip shimmer** packaging labels are now shrink wrap free. In just one year without this extra packaging, we've eliminated 1800 miles of shrink wrap film that would have been sent to the landfill — enough to wrap the Statue of Liberty 100 times!



> [Learn about Our Green Office Initiatives](#)

## Become a Fan!

**facebook**

Follow us on **Facebook** for even more news and exclusives, plus connect with other fans.

> [Join Now](#)

## The Latest Buzz



### Planet Earth Celebration '09

We're proud to sponsor the 2nd Annual Planet Earth Celebration on **April 18 in downtown Raleigh, NC!** Last year's celebration was a great success, and this year is shaping up to be even better. The day will be full of engaging activities and exhibits to help us all understand and learn how to protect our planet and live sustainably.

Plus, you won't want to miss our **Happy 25th Burt Day Bonanza Tent Sale!** If you're in the area, be sure to join us.

> [See Event Details](#)

> [Read More on Our Blog](#)

## Share Your Thoughts

**What are you doing this Earth Day?** Tell us about your celebrations, outings or other creative ways of paying homage to the world we all share.

> [Post to our Blog](#)