



**FOR IMMEDIATE RELEASE
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**CONSUMERS NAME BURT'S BEES #1 GREEN BRAND IN
IN 2010 IMAGEPOWER GREEN BRANDS SURVEY**

Leading Earth-friendly, natural personal care company, Burt's Bees takes the #1 seat in the 2010 ImagePower Green Brands Survey as perceived by U.S. consumers. The survey polled more than 9,000 people in eight countries—the largest survey to date—to identify emerging trends related to consumer perception and purchasing behavior of “green” products.

Increasingly, climate change, energy use, and waste management have become topics of concern for the average consumer. The Green Brands Survey found that the majority of consumers around the world are embracing environmentally responsible companies and purchasing natural goods as a result of that increased awareness. In fact, over 30% of consumers plan to spend more on green products in 2011.

“To have consumers recognize Burt's Bees for our eco-minded principles and actions is a real coup,” says CEO John Replogle. “It has always been our mission to go beyond making earth-friendly natural products to truly live our values and embrace sustainability across our operations from our culture to our products.”

Just this past year, Burt's Bees achieved a 15.3% decrease in energy use and a 5.5% decrease in non-product water use versus 2008, and is now sending *zero* waste to landfill from its North Carolina facilities. Beginning this year, Burt's Bees is reclaiming grey water from its manufacturing process via reverse osmosis filtration for re-use in its cleaning processes and boiler and chiller systems, saving an estimated 750,000 gallons per year.

These strides represent the company's dedication to its 2020 Sustainability Goals, which include aggressive waste, energy and water reduction targets and their ongoing commitment to The Greater Good™, the business model that embodies the founding principles of the company and its pledge to deliver natural products that maximize personal well-being, planet health, and community vitality.

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