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Do you think "natural" is regulated in personal care?

It's not.

Do you think personal care products labeled "natural" are at least 95% natural?

They're not.

Do you think there should be one meaning for "natural" in personal care?

So do we.

And that's why Burt's Bees is taking the lead in *Setting The Natural Standard*, guidelines we believe all brands claiming to be natural should adopt. As the leader in natural personal care, we believe we have the responsibility to help you fully understand what "natural" products are—and what they aren't.

To start, we've developed a new Web site, www.burtsbees.com/thegreatergood.

Visit [The Greater Good](http://www.burtsbees.com/thegreatergood) site now, to learn our views on what is "natural" and why it is important—to you, your family and your well-being. We want to help you understand what truly natural personal care products are so you can make informed decisions about the products you use. We believe it's a good first step for us all.

We hope this new Web site is both educational and inspiring, and want to hear what you think of what we're trying to do. Your comments are always appreciated and extremely important to us!

Visit [The Greater Good](http://www.burtsbees.com/thegreatergood) now.

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