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**SETTING THE NATURAL STANDARD**  
***BURT'S BEES ESTABLISHES STANDARD IN NATURAL PERSONAL CARE***

While the public is more interested in natural personal care products than ever before, the fact still remains that consumers are very confused about what constitutes a “natural” product. **Burt’s Bees**, the leader in natural personal care is addressing this issue head on by *Setting The Natural Standard*. A definition about what is and isn’t natural that they hope, by working directly with competitors and the industry at large, will clear up all this confusion while holding “natural” to the highest possible standard. This action is based on the findings of a recently commissioned a consumer study by **TSC, a division of Yankelovich Partners Inc.** The study shows just how confused the public at large is regarding natural personal care and product standards. In addition to the findings, the results also explain just what Burt’s Bees is doing to try to counter this problem on a national scale. Here are some of the findings:

**Public Perception:** 78% of American women think natural personal care is currently regulated or don’t know if it is, while 97% think it should be.

**Fact:** The natural personal care industry is not regulated.

**Burt’s Bees Response:** Since natural personal care is not currently regulated, Burt’s Bees is setting the natural standard to help create a universally recognized and regulated guideline to define “natural” personal care products.

**Public Perception:** 83% of American women think there should be one meaning for a personal care product labeled “natural” and 86% agree that there should be a symbol to certify a natural personal care product

**Fact:** Personal care products that are primarily made from synthetic ingredients may claim to be natural simply because there is **no nationally recognized symbol** to certify a natural product.

**Burt’s Bees Response:** This is why Burt’s Bees is setting the natural standard and is working with the industry to develop a seal to certify natural personal care products.

**Public Perception:** Two thirds of American women think a personal care product labeled “natural” should contain at least 95% natural ingredients

**Fact:** Most products labeled “natural” contain far less than 95%. In fact, some have as little as 5% natural ingredients.

**Burt’s Bees Response:** At Burt’s Bees, we hold to the highest standards of natural. Our products average 99% natural, with half at 100% natural.

**Public Perception:** 86% of American women don’t know about the potential risks associated with parabens, 92% with oxybenzone, 88% with sodium lauryl sulfate, and 89% with glycol.

**Fact:** Studies have shown that these ingredients (and many others), which are often found in personal care products, have potential long term health risks.

**Burt’s Bees Response:** We think, while these ingredients are deemed “safe,” there is enough evidence questioning their safety that natural alternative ingredients should be used in their place.

**Public Perception:** 68% of American women think it’s important for the ingredients in personal care products to be “natural.”

**Fact:** Many natural products contain synthetic ingredients to help reduce their manufacturing costs.

**Burt’s Bees Response:** Burt’s Bees understands one’s desire to use natural products to improve their overall health and well-being. That is why we have set the highest natural manufacturing and ingredient selection standards for ourselves.

**THE CONCLUSION:** **Burt’s Bees is setting the natural standard** so that consumers can be assured that what they are buying is truly natural and is the healthy alternative they seek. It is **Burt’s Bees** hope that the natural standard will help lay the foundation for the **movement of change they are currently trying to spearhead and educate consumers so they can make educated choices to maximize their well-being.**

**FOR MORE INFORMATION, RESULTS OR  
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