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MEDIA RELEASE

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## What do you think about 'natural'? Burt's Bees wants to know.

Just as bees are curious about flowers, personal care company Burt's Bees is curious about people. Or, more specifically, about Australian attitudes and concerns about 'natural' ingredients in personal care products, such as those for the face, body and hair. So the company is launching a survey and a conversation with Australian consumers to find out.

"We are interested in what Australians are thinking because there's not a lot of information available to tell us what really matters to them," Emma Atkinson, General Manager of Burt's Bees Australia, said.

Burt's Bees has decided to talk directly with consumers about the topic and has set up a short survey online so consumers can share their views. The company also wants to hear from Australian bloggers with an interest in the topic.

"We think it's safe to assume Australian consumers have their own concerns and we hope that they will be willing to share them with us. But what are those concerns? Are consumers confused by the claims and counterclaims made about 'natural' products? We don't know," Emma said.

"The *Australians Talking About 'Natural'* survey is very much about finding that out, and sharing what we learn with consumers, the personal care industry, journalists and regulators," she said.

"It's exciting that the internet offers us a chance to actually have a two-way conversation with people about what they think. We have set up a short online survey but the ability to talk directly as well with groups of people who are interested or have concerns about the ingredients in personal care is really intriguing. We hope this will be very much an open discussion and will encourage consumers to let us know what's important to them," she said.

"There are surveys from the US and other countries and it's tempting to just apply that information here, but we believe Australians have their own voice and need to be heard," Emma said.

"We're not setting out to do a full scientific study. We just think the time is right and the tools are there to use to have a real conversation. Being able to contact consumers via their favourite blogs and websites makes it possible to talk with so many more people that could previously be achieved.

"It just makes natural sense to us to ask."

The *Australians Talking About Natural* survey is online at <http://tr.im/wzV0>. It is open to Australian residents only and will run from August 20 to November 14.

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