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**TRACTENBERG & CO.  
CHRISTINA CALBI  
MEREDITH CAMMAKER  
212.929.7979**

**THE NATURAL PRODUCTS ASSOCIATION, BURT'S BEES, OTHER LIKEMINDED BRANDS  
UNVEIL THE NATURAL SEAL FOR PERSONAL CARE**

The Natural Products Association in conjunction with Burt's Bees and other leading natural brands has unveiled the first credible standard in natural personal care with a corresponding seal. The universal standard and seal serve as definitive markers of personal care products that are truly natural.

Since its founding, Burt's Bees has been dedicated to providing truly natural products that are good for people and good for the environment. From the beginning, the brand was guided by the principle that natural works in harmony with the body and is the best choice to maximize overall well-being. What began as a clever way to reuse the wax byproduct of Burt's honey business eventually became an internationally successful natural personal care brand, with over 150 products and millions of loyal fans. However, throughout the brand's rapid development and expansion, the company never abandoned its commitment to natural products and ingredients to bring the most effective solutions to consumers.

For Burt's Bees, an important part of promoting well-being is promoting sound information and, in turn, transparency. As a pioneer in the crusade for a natural standard, **Burt's Bees** helped set the process in motion, commissioning a consumer study by **TSC, a division of Yankelovich Partners Inc.** The results were as startling as they were revealing: 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. The survey showed that:

- 78% of American women think natural personal care is currently regulated or don't know if it is, while 97% think it should be. In fact, personal care products are not subject to government regulation.
- 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. The reality is that personal care products that are primarily made from synthetic ingredients may claim to be natural simply because until now there was no nationally recognized symbol to certify a natural product.
- Two thirds of American women think a personal care product labeled "natural" should contain at least 95% natural ingredients, but most products labeled "natural" contain far less than 95%. In fact, some have as little as 5% natural ingredients.

Since this study, **Burt's Bees** has collaborated with the **Natural Products Association (NPA)** and other likeminded brands to set a standard and corresponding seal in personal care, enabling consumers to make an educated choice about what they put on their bodies. "Arriving at one definition of the word natural and clearly and easily communicating it to consumers is essential for the industry," says **Mike Indursky, Chief Marketing and Strategic Officer of Burt's Bees**. "It's that we believe if a product is labeled natural, it should be just that—natural—and avoid synthetic alternatives." With industry collaboration, the **US Natural Products Association Standard for Personal Care** outlines which ingredients and processes are best to maximize the well being of consumers, as well as those that aren't. Beginning in July, consumers will begin to see the seal roll out on Burt's Bees packaging.

"Our aim is to empower consumers to make informed decisions about what they put on – and in – their bodies," says Indursky. "I am thrilled to be part of the launch of this powerful and effective standard and seal to define natural for personal care products and consumers everywhere."

**FOR MORE INFORMATION, SAMPLES OR TO SPEAK WITH MIKE INDURSKY:  
CHRISTINA CALBI  
MEREDITH CAMMAKER  
TRACTENBERG & CO.  
212.929.7979**