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TRACTENBERG & CO.
CHRISTINA CALBI
MEREDITH CAMMAKER
212.929.7979

**“NATURAL VS.”
A NEW CAMPAIGN FROM BURT’S BEES**

Burt’s Bees will debut a breakthrough advertising campaign, **“Natural Vs.”** in early February 2008. Created to address confusion among consumers over what constitutes a truly natural product, the campaign will launch with two print advertisements. The **Burt’s Bees Replenishing Lip Balm** and **Burt’s Bees Naturally Nourishing Body Lotion** ad each depict the difference between benefits of natural ingredients in **Burt’s Bees** products vs. the surprising - even shocking - ingredients found in non-natural personal care products. These are the first two of six **print advertisements throughout 2008 by Burt’s Bees**, each focusing on key products for the brand.

With natural personal care growing at five times the rate of personal care, products are coming out as ‘natural’ which may only contain trace elements of natural ingredients. In fact, **Yankelovich** released a study in 2007 that revealed that consumers are confused by labels and ultimately buy the very ingredients they intend to avoid, thinking the product is regulated.

“This campaign represents a tremendous step towards educating the public to read labels correctly while showcasing the benefits of natural and raising awareness about what natural really means,” says **Burt’s Bees** Chief Marketing and Strategic Officer, **Mike Indursky**.

In an effort to help consumers understand the benefits of natural personal care and how that compares with synthetic ingredients, **Burt’s Bees** has combined real education with an honest approach to aspirational beauty. Designed by **Pool**, the advertisements convey **Burt’s Bees’** dual message of efficacy and benefit: beautiful, healthy bodies and lips demonstrate the benefits of natural products as well as their efficacy vs. synthetic alternatives.

The imagery used in the advertisements is beautiful yet far from typical beauty advertising, communicating **Burt’s Bees’** strong, unique identity. The advertisements feature female bodies without recognizable faces that speak to every consumer. The real, healthy models are photographed unclothed, surrounded by nature, expressing their sense of freedom in communing with nature and their confidence in the fact that nature will protect and provide for them. And **Burt’s Bees**, the epitome of natural will do the same thing. The combination of beautiful images and powerful language represent **Burt’s Bees’** uniquely bold and honest stance on natural personal care.

“It’s not about how harmful a synthetic ingredient is” says **Indursky**, “It’s that we believe that natural alternatives are fundamentally better and that truly natural products shouldn’t contain synthetic ingredients.” **Burt’s Bees** believes that natural personal care products should be just that - natural - and avoid synthetic ingredients. This is particularly the case if that product is labeled natural, which is a misused and confusing term in personal care. **Burt’s Bees** aims to teach consumers the importance of reading labels and empower them to make informed decisions about what they put on - and in - their bodies.

To further help consumers, as the leader in natural personal care, **Burt’s Bees** initiated the development of a **Natural Standard** and is now working with the **Natural Products Association** and other companies to finalize the standard and a corresponding seal, which will launch in 2008. Both the advertising and the **Natural Standard** will educate consumers on what constitutes a truly natural product and how to ascertain that information. **Burt’s Bees** believes they have the responsibility to do this as part of a commitment to what they call **‘The Greater Good.’**

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