



BURT'S BEES®

THE HIVE

March 2008

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Want naturally moisturized lips?
Choose beeswax, not petrolatum.
Learn how to identify
what's natural and what isn't.



The Latest Buzz

Look for Our New Ads

Our new national advertising campaign is running in some of your favorite magazines. See the ads and learn more about the campaign on our site.

[> See the Ads](#)

Dear Hive Members,

We're thrilled to announce our new ad campaign highlighting the difference between natural and synthetic ingredients in personal care products and the importance of reading labels. Get a fresh perspective on all the products you use by learning **why reading your labels is so important.**

Also, with spring just around the corner, it's time to freshen up your daily beauty routine. Treat your skin to our hydrating **Naturally Nourishing** line, formulated to lock in moisture and soften skin.

You said..

"Wow, I bought your Naturally Nourishing Milk & Shea Butter Body Bar two weeks ago. . . it smells like summer. I can't believe how great my skin feels and the scent is wonderful."

— Lisa W.

[> See Full Testimonial](#)

[> Share Your Thoughts](#)

On Our Minds

Have You Read Your Labels Lately?

With so many buzzwords on personal care product labels, especially on those labeled "natural", it can be hard to know what's really inside—and the potential effects of any not-so-natural ingredients. Since up to 60% of what you put on your skin and hair gets absorbed, we think it's important to be sure!

What You Can Do

Look for our **new national advertising campaign**, which emphasizes the importance of **reading labels** by educating consumers on synthetic ingredients commonly found in products labeled "natural". By highlighting active ingredients in Burt's Bees truly natural products vs. ingredients in the alternatives, we hope to empower you to make educated decisions, for you, your family and your well-being. Get the facts and start putting your labels to the test today!

[> Learn More](#)

Share Your Thoughts

What interests you most in our emails? Want to read more or less of something? Let us know by sending your comments and suggestions!

[> Email Us](#)

We Know You'll Love...

What are *you* most interested in?



Update your preferences now so we can give you more of what you want.

[> Update Your Profile](#)



Softer Skin in Just One Use

Give your skin the nutrition it needs after winter's harsh effects, with our **Naturally Nourishing product line**. Our new **Naturally Nourishing Body Wash** is a luxurious natural cleanser made with safflower seed oleosomes, which increase and lock in essential moisture. With just one use, you can increase your skin's moisture by up to 42%. Also in the line:

- ◆ **Naturally Nourishing Body Bar**
- ◆ **Naturally Nourishing Hand Soap**

[> Shop How](#)

Send to a Friend

Share the latest buzz.

[> Forward Newsletter](#)



Natural Facts

Safflower Oleosomes

Safflower seed oleosomes are selectively harvested—with no solvents or chemicals—and release softening emollients and antioxidants, offering superior hydration to help skin retain its natural moisture balance.

[> Check Out Naturally Nourishing line](#)



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