

**FOR IMMEDIATE RELEASE
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**BURT'S BEES ELIMINATES LANDFILL WASTE
AND AIMS TO SAVE 750,000 GALLONS OF WATER THROUGH RECLAMATION**

DURHAM, NC: As a part of the brand's longstanding dedication to offering natural, earth-friendly personal care products, natural industry leader Burt's Bees announces the elimination of landfill waste from their operations and the installment of a water reclamation system. Beginning this year, Burt's Bees will begin treating the grey water from its manufacturing process for re-use in the brand's cleaning processes and boiler and chiller systems, saving an estimated 750,000 gallons per year in water use. These strides represent the company's ongoing commitment to The Greater Good™, the business model that embodies the founding principles of the company and its pledge to deliver natural products that maximize well-being, respect the planet, and give back to the community.

"On the heels of the 40th Anniversary of Earth Day, it's important that we take stock of our progress not only toward developing the most natural possible products, but also toward minimizing our impact on the environment and contributing to a healthier, happier planet," says Burt's Bees CEO John Replogle. "To that end, our annual CSR report details the improvements we've made, the goals we're setting, and the work we still need to do."

In addition to the water reclamation initiative and zero waste to landfill accomplishment, Burt's Bees has made significant strides toward reaching its 2020 sustainability goals ahead of schedule, including the elimination of shrink wrap on lip balms (the equivalent of 1,400 miles of shrink per year), the implementation of energy-efficient lighting, and the introduction of composting. These achievements reflect the original vision of Burt's Bees founder co-founder Burt Shavitz, who continues to lead a low-impact lifestyle in the woods of Maine and remains an inspiration to the Burt's Bees team. Burt's authentic values are still evident in Burt's Bees' constant efforts to minimize its impact on the earth and set ambitious goals for the future.

In order to make Burt's lofty ambitions a reality, Burt's Bees enlists its employees to pursue The Greater Good at work and beyond. Looking forward to Burt's Bees 2020 goal of 100% employee engagement, Burt's Bees has launched "Live The Greater Good," a program providing all employees with the tools and time during the work day to engage in more sustainable lifestyles at work and at home. Each employee now spends 8-30 hours per year personally developing in the areas of environmental stewardship, social outreach, natural wellness, and leadership. In fact, employee bonuses are tied to the success of sustainability efforts, creating further incentive to live The Greater Good and rewarding the pursuit of sustainability.

More information about Burt's Bees' commitment to The Greater Good and how you can help is available at Findyourburt.com, an online destination dedicated to the pioneering mindset and visionary thinking behind Earth Day. Visitors will find their inner Burt by discovering how to be green in their daily lives, infusing the spirit of Earth Day into the everyday.

**FOR MORE INFORMATION OR SAMPLES:
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