



Burt's Bees

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Packaging Sustainability



Burt's Bees Packaging Statement:

Burt's Bees is an Global Earth Friendly Natural Personal Care Products Company that follows the highest possible Sustainable Packaging guidelines in its packaging choices and decisions. We strive to use the most Environmentally Responsible/Sustainable packaging systems available that meet or exceed our Quality Standards, Regulatory, Product, and Customer requirements. We will also use our leadership position to pioneer new systems that will further the development of sustainable alternatives for all to use in the name of The Greater Good.

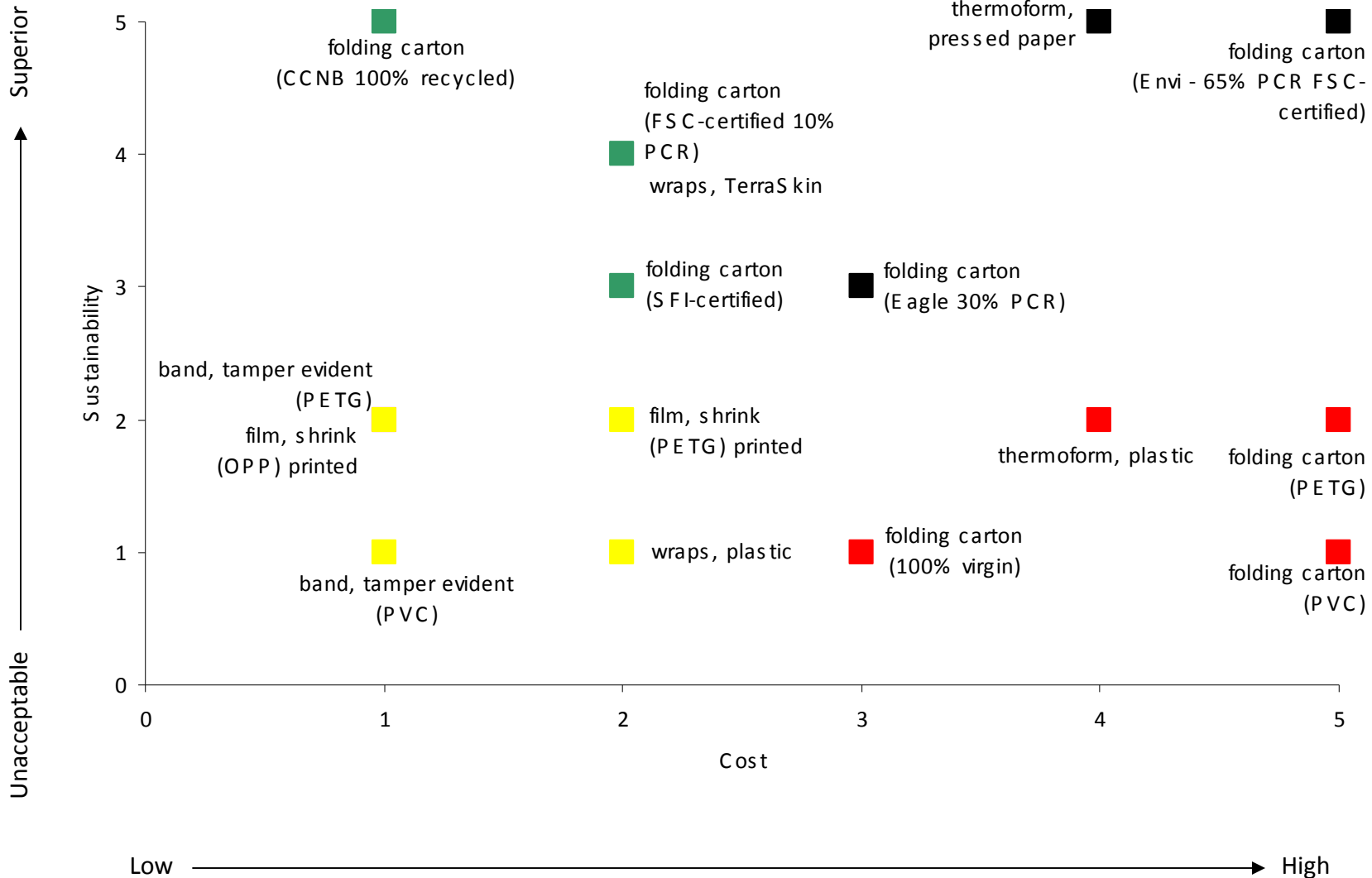




2012 Packaging Goals (proposed)

- **Paperboard – Cartons and Displays**
 - FSC Chain of Custody Certified (min 10% PCR)
 - and/or 100% Recycled
- **Plastic Packaging (non-OTC)**
 - 80% PCR 2009 move to 100% Recycled materials in bottles and jars pending color tech.
 - 100% Recycled materials in Tubes (50% PCR in middle layer OTC packaging)
- **Displays**
 - Convert to 100% Recyclable Materials
- **Lip Balm Sticks**
 - Test Biodegradable/Compostable Materials for feasibility

Packaging Decision Tool – Secondary Pkg



Sustainable Packaging Learning's



Virgin

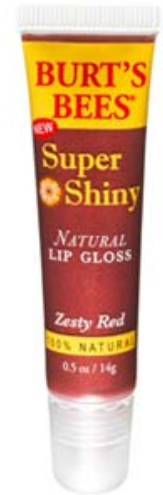
80%PCR

100% PCR

Post Consumer Recycled Materials

- Bottles made from high levels of tend to be “grey”.
- Intensity of grey increases with level of PCR.
- Processing is more sensitive
- Color Matching – Must be done in the resin at the final PCR %

Tubes – Lip Gloss



- We have changed to a more potentially recyclable tube Material- HDPE (SPI # 2)
- Body from a minimum of 50% PCR HDPE (tri-layer)
- Shoulder from a minimum of 80% PCR HDPE
- Tube weight reduction = 20%
- Closures changed from PP to HDPE
- New TE cap design eliminates shrink wrap – energy savings

Packaging System Improvements

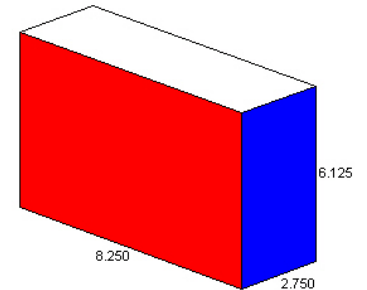
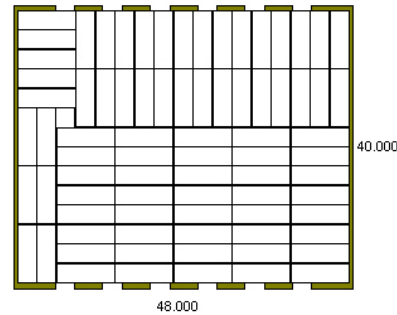
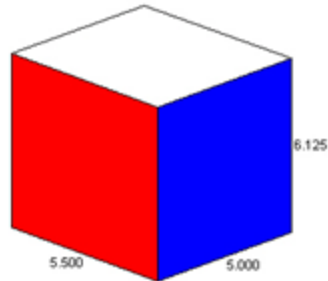
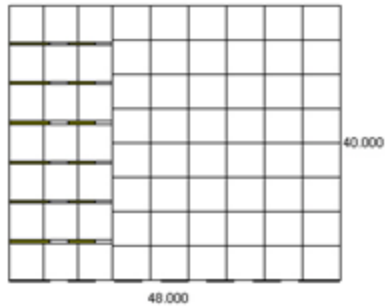
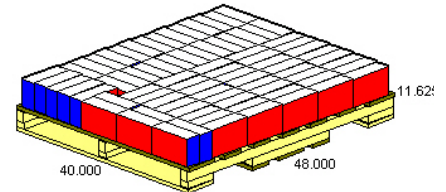
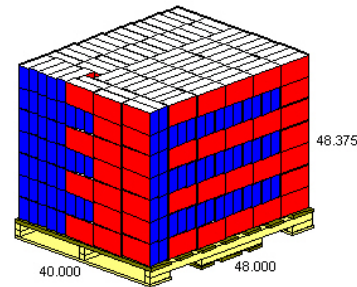
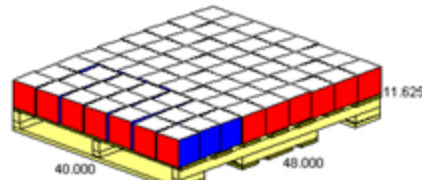
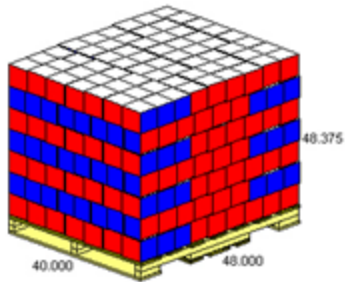


Cube Used	91.1 %	69	Case / Layer
Area Used	98.8 %	7	Layer / Load
Pallet type	48X40	483	Case / Load

Case (OD)	Length	Width	Height	Net	Gross
	5.500	5.000	6.125 in	2.500	2.500 lb
Product	48.000	40.000	42.875 in	1207.500	1207.500 lb
Load	48.000	40.000	48.375 in	1207.500	1257.500 lb

Cube Used	86.1 %	79	Case / Layer
Area Used	93.3 %	7	Layer / Load
Pallet type	48X40	553	Case / Load

Case (OD)	Length	Width	Height	Net	Gross
	8.250	2.750	6.125 in	2.500	2.500 lb
Product	46.750	38.500	42.875 in	1382.500	1382.500 lb
Load	48.000	40.000	48.375 in	1382.500	1432.500 lb



Shipping Configurations – simple changes can equal transportation and inventory savings





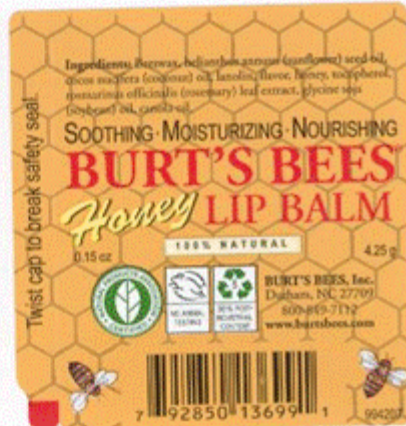
Lip Balm and Lip Shimmer Changes

- Implemented New Tamper Evident Labels
- Removed PVC shrink film
- Easier to open for the consumer
- Savings of over 1,000 miles of shrink per year for balms (20mil)
- Savings of over 400 miles of shrink per year for shimmers (9mil)
- Savings of over 24,000 kWh of electricity
- 42% reduction of electricity usage
- Removed laminate, 30% material savings



Before

&



After



Recycling Centers in offices and plants





Consumer Communication on labels

Wholesome Milk joins hardworking Honey to soften and smooth your skin. Rich in Sunflower Oil, Coconut Oil, and Vegetable Glycerin, this lightweight lotion absorbs quickly to nourish and restore moisture, leaving skin looking and feeling healthier, naturally.

98.3% NATURAL



Natural Personal Care products
for **The Greater Good™**
Learn more at www.burtsbees.com

BURT'S BEES® Naturally Nourishing *Milk & Honey* **BODY LOTION**



1 fl oz / 29.5 ml

Directions: Apply generously to body as often as needed.

Ingredients: water, helianthus annuus (sunflower) seed oil, glycerin, cocos nucifera (coconut) oil, stearic acid, beeswax, fragrance, nonfat dry milk, honey, aloe barbadensis leaf juice, citrus aurantium dulcis (orange) peel wax, rosmarinus officinalis (rosemary) leaf extract, tocopherol, beta-carotene, xanthan gum, sucrose stearate, glucose, sodium borate, glycine soja (soybean) oil, canola oil, sodium chloride, glucose oxidase, lactoperoxidase

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Suppliers



- 🐝 Code of Conduct - Suppliers must demonstrate good stewardship of the environment and work to reduce the environmental impacts of their operations.
- 🐝 Partnerships to develop new materials and processes
- 🐝 Supplier Audits
- 🐝 All component suppliers asked to fill out 26 questions for each component
- 🐝 Burt's Bees has a Supplier Sustainability Manager
 - 🐝 Resource for suppliers
 - 🐝 Share information on sustainability programs



Resources



- FTC marketing claim complaints: (Green Guides)
<http://www.ftc.gov/opa/2009/06/kmart.shtm>
- Plastics recycling study:
<http://www.moorerecycling.com/USCitiesReport.pdf>
- Contact at APR for info about the Rigid Plastic Recycling project:
Steve Alexander
salexander@cmrgroup4.com
- Envision Plastics – recycled plastics
<http://www.envisionplastics.com>
- IWARM
www.epa.gov/epawaste/consERVE/tools/iwarm/index.htm
- KW Plastics
www.kwplastics.com
- www.toxicsinpackaging.org
- Sustainable Packaging Coalition
www.sustainablepackaging.org