

# BURT'S BEES®

TRUE TO NATURE™

"No one can do everything, but everyone can do something."

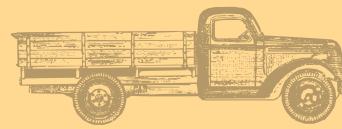
- Roxanne Quimby



## SEEKING LIFE IN NATURE

### ORIGIN

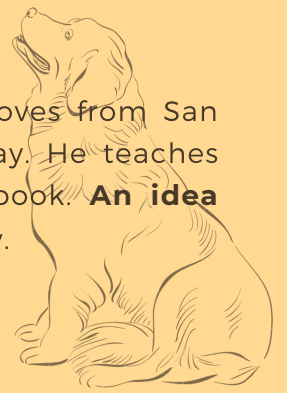
Burt Shavitz, a photojournalist from Manhattan, moves to rural Maine to escape the tangled city life and reconnect with nature. He finds a lone beehive in the woods and begins caring for the bees while harvesting honey to sell. Burt becomes known locally as the "**Bee Man**" with the **honey-yellow pickup truck**.



## THE BEE TEAM

### 1984

An artist named Roxanne Quimby seeks a simplistic life, so she moves from San Francisco to Maine where she hitchhikes with the Bee Man one day. He teaches Roxanne about his bees, and she gets a look at his wax recipe book. **An idea sparks.** Burt, Roxanne, and Burt's two golden retrievers start a journey.



## BEE-GINNINGS

### 1991

Burt's Bees recipes begin with going back to the basics: looking to the natural world. Starting with candles and moving to beeswax lip balms, Burt and Roxanne play by nature's rules. Their approach to products is ahead of its time, with Roxanne's **own words** setting up a renaissance of safeguarding nature.



## VALUES OVER LUXURY

### 1994

Roxanne moves Burt's Bees to North Carolina, a hive of cosmetics companies. Burt withdraws from the partnership, opting for a modest life without luxury. The duo's falling out leaves his roadside-honey-business-turned-corporation out of his hands, but the brand's values remain: **conserve the bee population, protect the environment.**

"Since we take from nature, we must respect and preserve it."

## GOING GLOBAL

### 2007

The company sells to Clorox, but Burt and Roxanne's legacy lives through the personal standards they wove into their products. The company stays socially conscious and connected to nature while creating **baby products**, a range of **cosmetics** (haircare, skincare, makeup), **protein powder**, and, of course, **lip balm**.

## ALL ABOUT BEES

### 2017

Burt's Bees speaks up on the catastrophic bee decline in the environment, using honey as the leading ingredient in their new product line. Burt's Bees makes a buzz in the media about **respecting the environment, returning to natural ingredients, sourcing materials responsibly, and steering clear of animal testing.**



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