

2025 IMPACT VISION

BURT'S BEES®

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2022 progress report

JULY 1, 2020 - JUNE 30, 2022



by nature. for nature. for all.



In 2020, we shared our five-year goals to guide our actions and help build resilient communities, take steps towards a full-circle future, and give back to our local and global communities.

Here's a look at the progress we've made since then. **Thank you** for helping us put our goals within reach.

MARIAH ECKHARDT
General Manager, Burt's Bees



mindfully made

Quality, transparency, kindness. That's our mantra.



INGREDIENTS FROM NATURE

All our products are over 95% natural origin, and formulated without phthalates, parabens, petrolatum, or sodium lauryl sulfate.



RESPONSIBLE SOURCING

We invest globally in communities that support our supply chain, helping to safeguard access to clean water, support the empowerment of women and children, and promote health, safety and biodiversity.



LANDFILL-FREE OPERATIONS

We've kept all of our operational waste out of landfills since 2010, diverting everything to compost bins, recycling centers, or waste-to-energy facilities.



LEAPING BUNNY CERTIFIED

Burt's Bees has been Leaping Bunny Certified for over 14 years. We don't test our formulas on animals or ask anyone to do so on our behalf.



MINDFUL PACKAGING

We use over 50% recycled materials on average across our packaging. Much of our packaging is recyclable locally and the rest can be recycled with our free, unlimited TerraCycle® program.



CARBONNEUTRAL CERTIFIED®

Since 2015, we've invested in projects that offset carbon emissions from our facilities, transportation of raw materials and finished products, and employee travel.



2025 impact vision

We envision a world where people are doing well by nature and for nature, which benefits us all. Here's how we're focusing our actions to foster a full-circle future and resilient communities.

full-circle future

Reduce waste and energy, and work toward a circular economy

NET ZERO PLASTIC TO NATURE

- **100%** of packaging recyclable, reusable or compostable¹
- **50% reduction** in virgin materials (plastic and fiber) by 2030 and 33% by 2025
- **Invest in global recycling infrastructure** to help increase plastic recycling rates

A CLIMATE-FOCUSED FUTURE

- **100% renewable electricity** through virtual power purchase agreement
- **Offset remaining carbon emissions** from our controlled facilities, the transportation of raw materials and finished products, employee homeworking and travel



full-circle future

Reduce waste and energy, and work toward a circular economy.

83% of packaging reusable, recyclable or compostable or designed for recycling¹

13% reduction in virgin packaging materials (plastic and fiber)²



facial towelettes are now home compostable

and still made with at least 60% upcycled cotton from t-shirt manufacturing

60% recycled materials on average used across our packaging



powered by sunshine

Since 2021, our facilities are powered by renewable electricity through a virtual power purchase agreement to put solar on the grid in Texas.

resilient communities

Uplift communities and improve sourcing practices

50,000 LIVELIHOODS SUPPORTED

- **20 Global Supply Chain Investment Program projects** help safeguard access to clean water, support women's and children's empowerment, and promote health, safety and biodiversity
- **Responsible Sourcing assessments and third-party audits** help ensure the wellbeing of workers, upholding human rights, health and safety, labor standards and practices, business ethics and environmental protections



725,000+ lbs of plastic recovered

through our **PARTNERSHIP WITH REPURPOSE GLOBAL** in 2022 (that's equal to 18.3+ million plastic bottles or 66.2+ million plastic bags)

92,700 units of packaging collected

through our **FREE TERRACYCLE® RECYCLING PROGRAM**

38,000+ lbs plastic recyclables diverted

through our recycling infrastructure partnership with **THE RECYCLING PARTNERSHIP**

¹ According to Ellen MacArthur Foundation New Plastics Economy Vision: Rate accounts for Designed for Recycling (DFR) + Recyclable, Reusable or Compostable (RRC) metrics, based on calendar years 2019 through 2022

² Virgin Packaging Ratio (VPR) based on calendar years 2019 through 2022

2022 PROGRESS HIGHLIGHTS

resilient communities

Uplift communities and improve sourcing practices.

127 ingredient site visits in

25 countries since beginning our Responsible Sourcing Program in 2010

17 sourcing community partnerships

to safeguard access to clean water, support women's and children's empowerment, and promote health, safety and biodiversity

63% of waxes, oils & butters

traced to origin and verified by on-site visits

98% natural origin³

minimum across all new products launched

40,000+ livelihoods supported

through our Global Supply Chain Investment Program, responsible sourcing assessments and third-party audits

60,000 beehives

supported in California almond orchards through our Water for Bees & Seeds for Bees™ partnership



new shea collection elevates our decade-long partnership with women-led shea communities to promote economic independence for generations to come



launched shekeeper

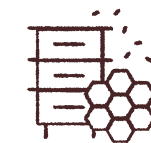
A THREE-YEAR, \$2M PARTNERSHIP

With the potential to improve the livelihoods of more than 16 million women working in shea, SheKeeper is introducing beekeeping and expanding sustainable shea processing capabilities in Ghana.



5 facilities constructed

for shea, beeswax & honey production



4,200 beehives constructed

to help increase income, biodiversity and shea production



800+ women in Ghanaian shea communities trained in beekeeping



³ Natural Origin formula calculations according to ISO 16128

2022 PROGRESS HIGHLIGHTS

giving back

It's in our nature. Co-founder Roxanne Quimby sold balm to buy land for conservation, finally donating 87,000 acres of Maine wildlands to the National Park Service. Our foundation pays it forward through projects that open access to green spaces and steward the land.

nearly \$5 million issued by the burt's bees foundation

since its start to help protect the wellbeing of people and our natural spaces.

56 local community service opportunities

offered to our employees, including service events, food drives and blood drives during the workday.

#1 brand in U.S.

taking Action for People and Biodiversity in The Union for Ethical BioTrade's Biodiversity Barometer Report in 2018, 2020, & 2022

28 women leaders in 24 U.S. States and Territories

accelerated their urgently needed climate and environmental solutions through the Women's Earth Alliance (WEA) U.S. Grassroots Accelerator, which we funded in part

126+ global bee species

richly mapped to enable conservation planning through the Half-Earth Project in partnership with E.O. Wilson Biodiversity Foundation



To learn more about the impact we're making together, check out

the honey journal →