



The power of nature

One of the most commonly asked questions regarding natural personal care products is do they really work as well as the leading mainstream brands? The simple answer is yes, absolutely they do.

Now, that wasn't always the case. As recently as five years ago, many natural skincare creams tended to have a thicker consistency, unpleasant smell, and, the efficacy in many cases didn't match that of mainstream beauty brands. But, scientists such as Celeste Lutario, who specialize in natural formula at Burt's Bees, are making great strides in both texture and performance. Prior to joining Burt's Bees, Celeste was the research and development manager for Chanel skincare and she's brought that expertise to the natural skin care category with great results. "The first thing my girlfriends ask is do natural skin care products work? And, that's the big misconception

now: if it's natural, it doesn't work as well or isn't as aesthetically pleasing. I can tell you we've been pretty successful at getting parity with mass brands on the market recently."



A natural way to care for your body

Not only do natural skin care products work, they work with your body.

An important fact given what you put on your skin, good or bad can be absorbed into it. "Think of it this way: the way a plant survives is by carefully balancing all the minerals, vitamins and antioxidants that it contains" Celeste says. "So when you use a natural skincare product, those ingredients stay balanced. Your own skin recognizes this balance and will accept it much more readily than a synthetic version."

To learn more about natural skin care and how they work with your body, Burt's Bees products or to visit our on-line store go to www.burtsbees.ca

