



NEWS RELEASE

Burt's Bees Announces Natural Launchpad

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A GRANT PROGRAM FOR SMALL
COMPANIES WHO SEE THE BIG
PICTURE

DURHAM, N.C., Feb. 17, 2016 /PRNewswire/ -- Burt's Bees' Natural Launchpad is an annual grant program for health and well-being entrepreneurs, pioneers akin to the company's own founders, beekeeper Burt Shavitz and artist Roxanne Quimby. Through the program, Burt's Bees hopes to nurture the next generation of dreamers and innovators energized by an opportunity to improve the health and well-being of our planet, and everyone on it. The program will reward ten health and well-being entrepreneurs with a \$10,000 grant, a day of coaching at Burt's Bees headquarters in Durham, NC, and access to a community of peers. In addition, the winners will have the right to use a Burt's Bees Natural Launchpad Seal on their marketing communications and product packaging.

"Today, Burt's Bees is a global leader in natural health and beauty care, but the brand had very humble beginnings," says Paula Alexander, Director of Sustainable Business & Innovation. "More than 30 years ago in a small kitchen in Maine, our founders started the company with little more than some leftover beeswax and a Farmer's almanac. This program is our way of returning to our roots to help high-potential health and well-being businesses get off the ground."

The program is open to natural health and well-being entrepreneurs with innovative ideas for a commercialized product and annual revenue up to \$2 million. Entries can be submitted on the Burt's Bees website from now until April 30th. The Burt's Bees Executive Leadership Team will review this year's entries and announce the ten grant recipients on June 30th.

With some time, light and elbow grease, Burt's Bees believes good ideas have a way of blossoming. Submit yours to Natural Launchpad, and earn your place in an ecosystem of entrepreneurs.

For more information about the program or to submit an application, visit www.burtsbees.com/naturallaunchpad

About Burt's Bees: **Burt's Bees** has been offering natural health and beauty care products for over 30 years. Founded by a beekeeper and an artist, we believe in the beauty and power of nature and seek to emulate its resourcefulness in how we manage and grow our business for **The Greater Good®**. The brand makes over 150 products to help care for the body from head to toe, including lip care, lip color, face care, body care, baby care, outdoor, and men's grooming. Burt's Bees is available in the United States and over 35 countries worldwide as well as on its website, www.burtsbees.com.

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