



NEWS RELEASE

Gud™ from Burt's Bees® Names Multi-Platinum Breakout Pop Sensation Carly Rae Jepsen as First Spokeswoman

2/14/2013

Gud™ from Burt's Bees® Names Multi-Platinum Breakout Pop Sensation Carly Rae Jepsen as First Spokeswoman
New York, New York - Feb. 14, 2013 - Millennial natural personal care brand **güd™** has joined forces with multi-platinum, GRAMMY® nominated pop singer/songwriter **Carly Rae Jepsen**. As the brand's first spokeswoman, Carly will appear in a multimedia marketing campaign debuting this spring.

Created by **Burt's Bees®** natural personal care pioneer, the güd brand launched in 2012. With 36 body and hair care products across five fragrance platforms, güd offers a fresh, youthful, fragrance-forward approach to **natural personal care** intended to invite younger women into the category.

The güd brand challenges conventional beauty norms with its belief that being happy makes women beautiful, not the other way around. When the güd team was searching for the embodiment of the brand, Carly was an obvious choice. Her high energy, sing-along sound, self-described as "flower-child pop," is a perfect match for the güd brand's mash-up of indulgent fragrances and natural* formulas with names like Orange Petalooza™ and Pearanormal Activity™.

"Being eco-conscious is so important. I love that güd has figured out a way to reach young women with natural products that are also fun and smell amazing!" stated Carly Rae Jepsen. "I also really connect with the positive spirit of the brand - it's how I live my life every day."

To date, the brand's outreach efforts have focused on reaching its 20-something consumer through social media and on-pack QR codes. Its upcoming campaign will include print advertising in May issues of leading fashion, beauty, and lifestyle publications such as Glamour, Allure and Cosmopolitan. It will also continue to leverage digital

and social media, engaging Carly's strong social community of "Jepsies."

"We're delighted to work with a rising star of such magnitude," said Nick Vlahos, vice president and general manager of the Burt's Bees business. "Carly's vibrant spirit and genuine talent are inspirational to the güd consumer. She models a way of life reflective of güd's cheerful personality and real substance."

About güd™

From the imagination of the Burt's Bees® team comes the güd™ brand, a fresh and fragrant approach to natural beauty created for the millennial woman. Natural* formulas combine with indulgent experiences, because life shouldn't be a compromise between doing the right thing and having fun. The collection includes 36 SKUs spanning body and hair care across five scent experiences: Orange Petalooza™, Vanilla Flame™, Floral Cherrynova™, Pearanormal Activity™, and now Red Ruby Groovy™. Just like Burt's Bees® products, güd™ products are free of parabens, phthalates, petrochemicals and are never tested on animals. Packages are 25 percent postconsumer recycled. Find the güd brand on Twitter @gudhappens, on [Facebook.com/gud](https://www.facebook.com/gud) or on gudhappens.com or at select grocery, drug and mass retailers.

*Made with approximately 97 percent natural ingredients.

About Carly Rae Jepsen

Canadian singer/songwriter and breakout pop sensation Carly Rae Jepsen has taken America by storm after bursting onto the scene in the U.S. with her hit single "Call Me Maybe." Unforgettably catchy, the hit song, which she co-wrote, quickly rose to the No. 1 spot on the Billboard Hot 100 chart where it remained for nine consecutive weeks. Certified quintuple-platinum in Jepsen's native Canada, the track is also an international sensation, climbing to No. 1 on the iTunes Singles charts in over 47 countries while the official video is rapidly approaching 400 million views on YouTube while the song has sold over 10 million singles worldwide to date. Follow-up platinum single "Good Time," a duet with Owl City, climbed to No. 3 on the Pop Chart, while the video has racked up over 77 million YouTube views. Jepsen released her debut album "Kiss" on Sept. 18 via 604 Records/Schoolboy Records/Interscope Records along with her latest single "This Kiss." Billboard recently named Jepsen its Rising Star at the 2012 Billboard Women In Music Awards and won the 2012 American Music Award for Best New Artist. Carly received two 2012 GRAMMY nominations for best pop solo performance and song of the year. This month Jepsen will release the video for her new single "Tonight I'm Getting Over You" and continue to tour as a special guest on Justin Bieber's headlining "Believe" tour of North America and Europe.

güd PRESS CONTACTS

Christina Calbi

Jackie Sands

Tractenberg & Co. 212-929-7979

ccalbi@tractenberg.com
jsands@tractenberg.com

CARLY RAE JEPSEN PRESS CONTACT

Lisa DiAngelo

Interscope Geffen A&M

212.841.8047

Lisa.DiAngelo@umusic.com