

Nature-Based Sensitive Skin Regimen Delivers Improved Skin Health vs. Dermatologist-Recommended Synthetic Regimen

Burt's Bees presents data from two clinical trials in subjects with rosacea, atopic dermatitis and cosmetic intolerance at the American Academy of Dermatology Annual Meeting

DURHAM, N.C., February 16, 2018 – Burt's Bees, a leading provider of personal care products committed to natural health and beauty solutions, today announced that the Company presented clinical data that supports the efficacy of its nature-based sensitive line compared to a dermatologist-recommended synthetic control regimen. The findings were reported at the ongoing American Academy of Dermatology (AAD) Annual Meeting, taking place in San Diego, CA, February 16-20, 2018. The nature-based regimen consisted of Burt's Bees Sensitive Facial Cleanser, Sensitive Eye Cream, Sensitive Daily Moisturizing Cream and Sensitive Night Cream.

“It is exciting to see these data validate the nature-based approach for achieving skin benefits that many patients with sensitive skin seek.” said Zoe Draelos, MD, Dermatology Consulting Services, High Point, NC, principal investigator of the study.

“We're pleased to see the data support the efficacy of Burt's Bees nature-based regimen, and even exceed the synthetic control regimen in overall skin appearance and epidermal barrier function,” said Matt Gregory, General Manager for Burt's Bees. “People are increasingly curious about the ingredients they put on their skin, and interested in nature-based solutions to meet their skin care needs. With these clinical results, and the recent award of the National Eczema Association Seal of Approval, we're pleased to offer patients with sensitive skin an effective nature-based regimen.”

The results from the double-blind randomized and controlled, with a dermatologist-recommended synthetic regimen, clinical trial in 120 subjects with clinically diagnosed sensitive skin resulting from rosacea, atopic dermatitis/eczema, or cosmetic intolerance demonstrated that Burt's Bees Sensitive Skin Regimen clinically and statistically improved investigator-rated overall skin appearance by 34% with similar improvements in visual and tactile smoothness, clarity and radiance. Similar improvements were absent with a dermatologist recommended synthetic regimen. Improvements occurred in each skin condition. Overall appearance improved in subjects with atopic dermatitis/eczema by 38%, rosacea by 34% and cosmetic intolerance by 31%. The maximum improvement in subjects with any skin condition treated with the synthetic regimen was 11% (atopic dermatitis/eczema). Importantly, tolerability parameters did not worsen and most improved with the Burt's Bees Sensitive Skin Regimen. Both regimens improved epidermal barrier function in each condition as measured by transepidermal water loss where increases were seen ranging from 9 to 20%. Skin hydration improvements measured by corneometry with the synthetic regimen were greater, however, Burt's Bees Sensitive Skin Regimen maintained skin hydration and did not cause any dryness. In a second study of 51 subjects with self-perceived sensitive skin, Burt's Bees Sensitive Skin Regimen was well tolerated and maintained skin hydration.

“These data help us better understand the important differences between the Burt's Bees nature-based sensitive skin care products and dermatologist-recommended synthetic products, as well as

affirm Burt's Bees formulation philosophy and nature-based approach for superior product performance," said Stanley Levy, MD, Chapel Hill Dermatology. "We are learning about the importance of homeostasis in epidermal barrier function and hydration that can be afforded by nature-based formulations. This regimen optimizes skin health and avoids over-hydration associated with occlusive synthetic moisturizing products which compromise overall skin appearance."

Burt's Bees E-Posters:

- *Effectiveness of a nature-based sensitive skin regimen (NBSSR) compared with a synthetic dermatologist-recommended control regimen (CR) in subjects with sensitive skin related to atopic dermatitis/eczema, rosacea, or cosmic intolerance; Gunt H et al.; [E-poster #7587](#).*
- *Effectiveness of a nature-based sensitive skin regimen (NBSSR) compared with a synthetic dermatologist-recommended control regimen (CR) in subjects with clinically diagnosed sensitive skin; Gunt H et al.; [E-poster #7650](#).*
- *Effectiveness of nature-based sensitive skin products in self-perceived sensitive skin population; Gunt H et al.; [E-poster #7653](#).*

E-Posters will be available onsite from 7 a.m. to 5 p.m. (PST) each day of the conference.

About Burt's Bees

Burt's Bees® has been offering distinctive earth-friendly, natural health and beauty care products for over 30 years. From a beekeeper's backyard in Maine to the leading edge of natural, Burt's Bees knows natural solutions for beauty from the inside out and operates with The Greater Good™ top of mind.

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