



Burt's Bees Sensitive Skincare Line Awarded National Eczema Association (NEA) Seal of Acceptance™

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DURHAM, N.C., Feb. 5, 2018 – Burt's Bees, a leading provider of personal care products committed to providing natural health and beauty solutions, today announced that its Sensitive skin care line has been awarded the National Eczema Association (NEA) Seal of Acceptance™, which maintains rigorous standards for approval.

"We are honored that our natural Sensitive skin care line has been recognized with the NEA Seal of Acceptance," said Matt Gregory, General Manager for Burt's Bees. "We believe in nurturing skin with nature's most powerful ingredients and are excited to provide innovative skin solutions for all skin types, including individuals with eczema and sensitive skin concerns."

Burt's Bees plans to feature the NEA Seal on product packaging, and will present clinical data on its Sensitive skin care line in a poster session at the 2018 American Academy of Dermatology (AAD) Annual Meeting, which will be held in San Diego, CA from February 16-20, 2018. The Burt's Bees Sensitive skin care line is available at select national grocery, drug, and mass retailers, and on www.burtsbees.com.

National Eczema Association Seal of Acceptance

The NEA Seal of Acceptance™ helps individuals recognize products that are suitable for care of eczema or sensitive-skin. Products eligible for the NEA Seal of Acceptance™ are those that have been created or intended for use by persons with eczema or severe sensitive skin conditions and that have satisfied the NEA Seal of Acceptance™ criteria. The NEA Seal of Acceptance™ criteria includes the review of testing data on sensitivity, safety and toxicity, as well as ingredients, content, and formulation data.

About the National Eczema Association

The **National Eczema Association (NEA)** is a non-profit 501(c)(3) organization with a mission to improve the

health and quality of life for individuals with eczema through research, support, and education. The NEA Seal further helps individuals recognize products that are suitable for care of eczema or sensitive-skin, empowering consumers to make informed purchase decisions to help manage eczema and sensitive-skin.

About Burt's Bees

Burt's Bees® has been offering distinctive earth-friendly, natural health and beauty care products for 30 years. From a beekeeper's backyard in Maine to the leading edge of natural, Burt's Bees knows natural body care solutions from head-to-toe and operates with The Greater Good™ top of mind. Formulated without parabens, phthalates, petrolatum or SLS. No animal testing.