

# A CLEAN SWEEP

*With a lab coat and safety glasses in tow, Glow flew to the home base of Burt's Bees in Durham, North Carolina, to get up close and personal with its latest lip gloss.* BY TANIA KWONG

WHEN YOU THINK of Burt's Bees, it's likely that yellow tins and tubes chock full of natural tinctures come to mind. Now comes an addition to the pout pool, with the same goodness originally bestowed by the beloved kitchen-chemistry brand: 12 vibrant, glossy hues of hydrating lip colour that just might steal the spotlight from your current favourite.

The gloss is made with natural pigments, which can be hard to find but wield great results. "We're limited to five or six ingredients, but out of that we can make millions of different colour combinations," says Celeste Lutrario, vice-president of research and development for Burt's Bees. "We won't be able to make the really bright colours, like fuchsia, but we can get really close to them."

While beeswax continues to be a mainstay for the brand, it is also exploring more exotic options. "You're going to start seeing things like mango butter and baobab oil, and we're not doing it intentionally just to sell product...we're looking to see if there's a different chemical profile that would provide a benefit," says Lutrario.

Packaging is the finishing touch for the eco-friendly brand. "Our goal is to have at least 50 per cent PCR [post-consumer



recycled] content in our packaging," says Paula Alexander, director of sustainable business for Burt's Bees. But that's not to say there isn't a trade-off factor: Using the new wand-based glosses as an example, she explains that we want the best of both worlds. "You want to use a wand, but you also want to be able to choose the right shade at the shelf and you can't get PCR in a really clear plastic," says Alexander. The result? A clear, 100 per cent recyclable tube and a 100 per cent PCR cap.

The verdict? Whether you're looking for ripe berry or a natural-looking nude, you'll find it in the new lip gloss lineup. Plus, the feel-good payoff is better than wearing any shade of fuchsia.

**Burt's Bees 100% Natural Lipgloss** in **Spring Splendor**, **Summer Twilight** and **Ocean Sunrise**, \$13 each

## Sneak Peek

Burt's Bees kitchen chemistry: raw materials, natural pigments and the product development lab.



### GREEN WATCHING

How does a company like Burt's Bees stay eco-friendly and gorgeous? It looks to the food industry.

**ON PACKAGING** According to Lutrario, the tea and candy industries are ones to watch in terms of sustainable packaging and recycling initiatives. "The tea industry has beautiful packaging—the tins and boxes and candy packaging has gone crazy. It's like caviar now," says Lutrario.

**ON FORMULATION** Since food is manufactured almost identically to cosmetics, things like emulsification systems are vital for ensuring formulas don't separate. "Mayonnaise and salad dressing have to be emulsified to stay together, so if [those companies] are using technology and processes that we don't, we'll look at that," she says.

**ON INGREDIENTS** Buzz-worthy ingredients usually start in foods and trickle down to cosmetics later. "Green tea was big in foods a long time ago and we're still seeing it now," she says. Other ingredients to watch for: pomegranate, açai and probiotics.