


**NEW Burt’s Bees® Fluoride-Free Natural Whitening Toothpaste**

-- Fact Sheet --

Experience the natural clean of Burt’s Bees® Fluoride-Free Natural Whitening Toothpaste with Cranberry Extract and a fresh natural Peppermint flavor. With regular brushing, the formula provides added whitening power to brighten teeth for a naturally healthy and beautiful smile.

Burt’s Bees introduces a line of six natural\*, effective toothpastes clinically proven to improve oral health. Each is formulated with real Cranberry Extract, known to block bacteria from adhering to teeth and gums, helping prevent plaque formation before it starts. Free from Sodium Lauryl Sulfate, as well as artificial colors, flavors, sweeteners, or preservatives, Burt’s Bees® Natural Toothpastes are the first and only natural toothpaste line of products to be certified by the Natural Products Association. Burt’s Bees® Natural Toothpastes are available with and without fluoride so you can choose what’s right for you and your family.

\*Certified by the Natural Products Association

Product	Benefits/Key Ingredients	MSRP
<p><b>Burt’s Bees® Fluoride-Free Natural Whitening Toothpaste</b></p> 	<p><b>Fluoride-Free Natural Whitening Toothpaste</b> contains the following key natural ingredients:</p> <ul style="list-style-type: none"> <li>✓ <b>Cranberry Extract</b> to block bacteria from adhering to teeth and gums to help prevent plaque formation</li> <li>✓ <b>Calcium Sodium Phosphosilicate</b> to promote strong, health teeth and polish away surface stains</li> <li>✓ <b>Xylitol</b> to sweeten naturally without promoting tooth decay</li> <li>✓ <b>Silica</b> to help polish and remove stains from the tooth’s surface</li> </ul> <p><b>Clinical Claims (with regular brushing):</b></p> <ul style="list-style-type: none"> <li>✓ Whitens teeth in two weeks</li> <li>✓ Reduces plaque</li> <li>✓ Freshens breath</li> </ul> <p>Percentage of natural ingredients: 100%</p> <p>SLS-Free AND No artificial colors, flavors, preservatives or sweeteners</p> <p>Primarily packaged in aluminum laminate tube with flip top cap and secondarily, in recyclable carton made with 30% post-consumer content</p>	<p>\$4.99 4 oz tube</p>

**Burt’s Bees®** products are free of petrochemicals and synthetic ingredients such as Phthalates, Parabens and Sodium Lauryl Sulfate and they are never tested on animals.

**Burt’s Bees** has been offering distinctive earth-friendly, natural personal care products for 25 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. The company creates products for total skin health that keep *The Greater Good™* top of mind.

**Burt’s Bees® Natural Toothpaste** will be available March 2010 in the toothpaste aisle at select national grocery, drug, and mass retailers, and via [www.burtsbees.com](http://www.burtsbees.com)