



Media Release

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Burt's Bees has landed at Ruston's Roses

There's a buzz in the air – the world's leading range of Earth-friendly, natural personal care products has just arrived at Ruston's Roses.

Loved and cherished by people of all ages across the globe, Burt's Bees products are now officially available at Ruston's Roses visitor's centre at Renmark.

“Given its world-wide reputation we were quite chuffed when approached to handle the range of Burt's Bees products in the Riverland,” Anne Ruston said today.

“The Burt's Bees range fits nicely with our objective of offering visitors and Riverland residents products and services they cannot obtain elsewhere,” she said.

The Burt's Bees success story began in the United States back in the 1980s when company founders Roxanne Quimby and Burt Shavitz teamed up to sell candles made from beeswax, a by-product of Burt's honey business. Not long after, Roxanne's discovery of a 19th century book of home-made personal care recipes sparked the creation of the Burt's Bees product range that millions of people have come to know and love.

Although the business has grown and flourished, the healthy, wholesome recipes, the company's values and its natural way of doing things remain unchanged.

Burt's Bees creates natural, effective personal care products that nurture and nourish the body, and respect the environment.

Crafted in the US from time-tested proven recipes, all Burt's Bees products feature a “percent natural” banner, reinforcing the company's commitment to bringing consumers the best ingredients nature has to offer.

Products are stocked by almost 30,000 retail outlets in the United States, United Kingdom, Ireland, Canada, Hong Kong, Taiwan and now Australia.



Burt's Bees Australia General Manager Emma Bird said the company was thrilled that Ruston's Roses had welcomed Burt's Bees into their unique tourist venue.

She said the decision to bring the company's product lines to Australia was a natural one.

"The volume of enquiries from Australian consumers wanting Burt's Bees products, as well Australian retailers wanting to stock the product lines, has been quite overwhelming.

"Australians are a hard-working bunch and they live in some of the world's harshest conditions so they need personal care products that really work.

"And just like Burt's Bees, Australians value honesty and integrity and they care about the environment, so I think they will embrace no nonsense products like ours."

Emma said Burt's Bees was not just about quality product with integrity – the company's commitment to the environment and humanity extended beyond what it manufactured.

"The company uses only recycled and recyclable packaging and nature-safe manufacturing processes, and Burt's Bees does not test products on animals.

"Burt's Bees invests in land preservation and has established programs to provide sustainable housing for the less fortunate, and is looking to foster worthwhile relationships and partnerships with like-minded Australian organisations and initiatives.

"It's all part of Burt's Bees dedication to The Greater Good, a set of standards for the products it makes and the way the company operates."

Burt's Bees products are available from Ruston's Roses at Renmark.