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**TRACTENBERG & CO.
CHRISTINA CALBI
MEREDITH CAMMAKER
212.929.7979**

**JULIANNE MOORE CASTS HER VOTE FOR NATURAL
AT BURT'S BEES VOTING DAY IN NEW YORK CITY**

September 15th, 2008—Given the choice between natural and artificial, what's your vote? Burt's Bees thinks the choice should be clear. Unfortunately, it's not as easy as it looks, with so many products on the market that say 'natural' but contain synthetic ingredients. That's why Burt's Bees and Julianne Moore are giving consumers the opportunity to cast their votes for truly natural personal care at Burt's Bees' Voting Day in New York City.

Like many consumers, Burt's Bees has always believed that natural ingredients are wholesome and beneficial. The trouble is, it can take a lot of reading between the lines of labels to figure out what's natural vs. pseudo-natural. To help educate consumers on how to distinguish between natural and pseudo-natural products, Burt's Bees has worked closely with the Natural Products Association (NPA) and other likeminded brands to develop a Natural Standard—a rigorous set of criteria that a natural personal care product needs to meet in order to merit the Natural Seal, a symbol that will begin appearing on 95% natural products in the coming months. On Burt's Bees' Voting Day, a vote for natural is also a vote for the forthcoming Natural Seal, helping make natural a clear choice after all.

To ensure that the best candidate comes out on top, "green" actress Julianne Moore is casting the first vote for natural at the Burt's Bees Voting Booth at Merchants' Gate in New York City on September 15th, 2008. A devotee of a natural, healthy lifestyle, Julianne has been a vocal advocate of the Natural Standard.

"Like Burt's Bees, I firmly believe that consumers need to be equipped with the tools to make educated choices about shopping natural," explains Julianne. "By voting for natural, I'm voicing my dedication to natural personal care as well as my support for the Natural Seal, which will serve as a symbol of transparency and honesty in the natural personal care industry."

Julianne encourages fellow natural enthusiasts as well as natural newcomers to follow her lead and show their dedication to genuinely natural products by voting at Burt's Bees' Voting Day by voting online at www.burtsbees.com/votefornatural. Each vote represents a conscious choice to use natural products over the potentially harmful synthetic alternatives as well as support for the Natural Seal.

Concerned citizens across America can be a part of this natural movement by casting their votes online and learning more about the natural candidate at burtsbees.com/votefornatural. Once all the votes are tallied, the results will be announced.

**FOR MORE INFORMATION, SAMPLES OR TO SPEAK WITH MIKE INDURSKY:
CHRISTINA CALBI
MEREDITH CAMMAKER
TRACTENBERG & CO.
212.929.7979**