



Burt's Bees Sensitive Skin Regimen Helps Support Skin Barrier Function, Promotes Visibly Healthy-looking Skin in Atopic Dermatitis/Eczema and Rosacea

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Brand presents at inaugural Integrative Dermatology Symposium during Sacramento's first Wellness Week

DURHAM, N.C.--(BUSINESS WIRE)-- Burt's Bees, a leading provider of personal care products committed to natural health and beauty solutions, today announced study results demonstrating their nature-based Sensitive Skin Care regimen yielded positive effects on skin barrier function, hydration and in vitro anti-inflammatory activity. Presented at the Inaugural Integrative Dermatology Symposium (IDS), these data supplement findings in which the regimen was shown to improve skin health and appearance in diagnosed dermatologic conditions, compared to a dermatologist-recommended synthetic skin regimen. In honor of the Symposium, Mayor Steinberg recognized the week as Sacramento's first annual Wellness Week.

In a 4-week, double blinded study, improvement of investigator-graded overall skin appearance with the nature-based Sensitive Skin Care regimen was statistically superior to the synthetic regimen in subjects with rosacea (34% vs 4%, $p < 0.001$) and atopic dermatitis/eczema (38% improvement vs 11%, $p = 0.009$). Visual and textural smoothness, radiance and clarity were also improved. Both regimens were well tolerated.

Relational evaluation of skin barrier function (measured through transepidermal water loss) and skin hydration, (assessed by corneometry) revealed that the nature-based Sensitive regimen allowed for improved skin barrier function and maintained hydration. The nature-based regimen balanced hydration, leading to homeostasis and improved overall skin appearance relative to the synthetic control. The synthetic regimen increased skin hydration beyond homeostasis, possibly due to the occlusive formulation.

The nature-based product also displayed anti-inflammatory activity in an in vitro model stimulated with ultraviolet B (UVB) radiation, a pro-inflammatory stimulus. The pro-inflammatory cytokine IL-1 α expression was completely



inhibited when the nature-based product was applied prior to UVB exposure and inhibited by more than 50% when applied after UVB exposure. The pro-inflammatory cyclooxygenase product prostaglandin E2 (PGE2) expression was inhibited by half from pre-treatment with the nature-based product.

“These positive effects – improved barrier function, balanced hydration, and anti-inflammatory activity – provide insight on why the nature-based regimen improved skin health and appearance relative to the synthetic control,” said Hemali Gunt, PhD, Head of Clinical and Scientific Affairs. “In dermatologic conditions related to sensitivity, reducing occurrences of irritation and discomfort is critical to caring for patients.”

About IDS | The goal of the first annual Integrative Dermatology Symposium is to improve patient care with regards to dermatology. The event will include educational sessions, clinical content, targeted industry trends, practical takeaways, and best practices related to all aspects of skin care. Attendees will include dermatologists, family practice physicians, pediatricians, internists, osteopathic doctors, naturopathic doctors, physician assistants, nurses, acupuncturists, and Ayurveda practitioners. For more information on IDS, please visit www.integrativedermatologysymposium.com.

About Dermveda | Dermveda is an integrative skin care, beauty, and wellness site dedicated to inspiring and empowering people to develop a healthier, more holistic relationship with their skin. Dermveda provides education tools and personalized, science-reviewed health content for both consumers and practitioners. For more information about Dermveda, please visit www.dermveda.com.

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. To find out more, visit www.burtsbees.com.
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