Attn: Mr. Replogle, CEO Burt's Bees, Ms. Springer VP Strategy Clorox,

In light of the recent acquisition of Burt's Bees by Clorox, I see the major problem faced by the firm as one of brand abandonment. I feel that given the clientele of the Burt's Bees line of product and the perceived reputation of Clorox as a chemical company, there is a serious risk of losing the base of your market. Given the very nature of the genesis of Burt's Bees and the environmentally and Eco-friendly mantra it represents, being a subsidiary of a global chemical company known best for its namesake, Clorox Bleach, could dramatically hurt the brand created and nurtured by Mr. Shavitz and Ms. Quimby since 1989(or 1991, no one can remember).

My suggestion is to focus on a strategy which uses the scale of Clorox as a global enterprise to spread the Burt's Bees brand and capture new market share, while at the same time maintaining the natural ingredient and environmentally friendly attitude. This approach will aide in diffusing the opinions that Burt's Bees has sold out to a chemical company, and rather changed the culture at a chemical company to become more like the acquired. The addition of Burt's Bees will "Green-Up" Clorox by showing this is what the intention of the parent company truly is.