

Esther Tristani

Sr. Scientist, Burt's Bees



Esther Tristani is a Sr. Scientist at Burt's Bees. She is responsible for delivering and maintaining a robust pipeline of innovative personal care and cosmetic products in categories such as Lip & Face Care, Hair & Body. Her latest launches include Conditioning Lip Scrub and Overnight Intensive Lip Treatment. Esther has recently become the Burt's Bees Fragrance Subject Matter Expert, responsible for the fragrance direction and strategy for all Burt's Bees categories.

Her first role was as product developer in the Home Care Base Business group where Esther led projects from development through commercialization on such brands as Pine-Sol, Lestoil, 409 and Clorox Kitchen Cleaner. Esther drove cost-savings of >\$3M for her brands, while still focusing on product improvements, regulatory compliance and innovation around fragrance and surface safety.

Esther later transitioned into New Business Product Development, leading the fast-paced concept and development of 21 personal care and cleaning products in the Clorox® Care Concepts™ brand with the first launch in a game-changer platform aimed at providing hospital-grade products while maintaining the comfort of home care, a new area for Clorox.

Esther has a lot of passion for diversity and inclusion initiatives. While at Clorox, she was a valuable leader within the **Latinos for Excellence, Advancement and Development (LEAD)** program. Her work in Hispanic immersion and outreach activities align directly with the corporate diversity strategy. In addition to improving engagement, her work has led to a deeper understanding of Latino culture and behaviors allowing more meaningful Hispanic Platform products to be developed. One of Esther's signature moments was serving as the spokesperson for Concentrated Clorox Regular Bleach on a major Hispanic broadcasting network. Most recently, Esther spearheaded the launch of a Multicultural Network at Burt's Bees introducing awareness and drive for multicultural diversity into the business.

Esther has a Ph.D. in Chemistry from Duke University where she researched Molecular Recognition in Host-Guest Ionophore-Siderophore Assemblies under Alvin L. Crumbliss. She holds a B.S. in Chemistry from Indiana University. She resides in Chapel Hill, North Carolina with her husband Henry, her baby Natalia and their puppy Chapulin. They are expecting their second child in May.