

Queen Bee: Roxanne Quimby, Burt's Bees, and Her Quest for a New National Park

Phyllis Austin



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Queen Bee: Roxanne Quimby, Burt's Bees, and Her Quest for a New National Park Phyllis Austin In this fascinating biography of the woman behind the wildly successful line of natural skin care products known as Burt's Bees, veteran journalist Phyllis Austin provides insight into Roxanne Quimby s background, her determination, and her desire to protect Maine s wilderness by establishing a national park in the north woods. Born in Massachusetts, Roxanne Quimby made herself a success. She changed a roadside honey stand into a juggernaut company worth hundreds of millions of dollars before selling it to Clorox in 2007. She then turned her attention to her longstanding interest: conservation. Quimby has purchased more than 120,000 acres of Maine forest to preserve it. Not everyone in the Katahdin region welcomed Quimby's efforts with open arms, and this well-researched book chronicles the ups and downs of Roxanne's quest for a national park in a way no other book has.

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