

This is why we make soap.



DAVID BRONNER
Cosmic Engagement Officer

The human experience is too far out to get your head around. Where did we come from? Why are we here? What is the point of it all?

Philosophers, scientists, mystics, astronomers, and anthropologists all agree on one mind-blowing fact: we are all children of a living Cosmic Mystery and miraculous Mother Earth. This is our birthright. The cells in our body are one with the earth, made of the same stuff as everything else on our planet. Our atoms were forged in the same cosmic furnace that birthed our sun. ➤

Our earthly nature grounds and roots us and connects us to one another. Our cosmic nature lifts us up and expands us, pointing us to greater and larger horizons. When we incorporate and balance these two awesome and mystical forces inside each of us, we become our full selves and discover meaning and purpose in our lives.

We embrace and honor our earthly selves by acknowledging the unique gift of our individual seed and the soil that nourishes us. We honor our cosmic nature when we love and serve something greater than ourselves. Our earthly body becomes real living food when we live our particular gift in loving service to the world!

My grandfather's seed came from a family of soapmakers. His ground of being was Heilbronn, Germany. He apprenticed in his family's business, but his growing cosmic vision, along with his newfangled soapmaking ideas, clashed with his family's. The tension eventually led him to emigrate to the US where, in the midst of WWII and the tragic murder of his parents in the Holocaust, he began to sow the seeds of a peace plan, urging humanity to unite as one. So impassioned were his street-corner sermons that he was hauled off to an asylum, but he eventually escaped and hitchhiked to Los Angeles where he kept on preaching his All-One sermons in Pershing Square.

In his hotel room he mixed batches of the family liquid soap, which he used to draw people to his sermons. When he noticed that people were coming for the soap and not staying for the sermons, he began printing his All-One vision on the labels. This was the birth of Dr. Bronner's soap. Emanuel Bronner lived the gifts he was given as a child of soapmakers, but as a child of the Cosmos, he used that gift to serve his broader vision of peace, love, and harmony under one ever-loving, ever-present God.

When I graduated college, working for the family company was the last thing on my mind. I eventually found myself living in Amsterdam, where a series of mind-altering and consciousness-raising trips opened me, in a world full of suffering, to the mystery of the transcendent Love and Light at the center of me and all. These trips shook me to my core and energized my desire to engage in the world in the most meaningful way I could imagine.

I returned to Boston to live with my college sweetheart, and worked as a mental health counselor, even while integrating my own massively ungrounding experiences. Kris and I got married and our daughter Maya was born on March 7, 1997, the same day Dr. Bronner died.

With fresh eyes I came to appreciate my granddad's visions, and let my dad Jim know I was ready to come back and work for the family company. Tragically, he was diagnosed with stage 4 lung cancer soon after, and I spent a crucial year with him learning the business. I came to realize, gradually, but with increasing clarity, that living the gift I was given as the fifth generation of this soapmaking family was the best way to be of service to the world.

This is a vision we all share at Dr. Bronner's: our company as an engine to create positive change in the world. The causes we fund and fight for grow every year. We began with a huge gift of land to the Boys and Girls Club of America, then took on hemp & cannabis reform, followed by our fight for rigorous organic & fair trade standards, GMO labeling, drug policy reform and responsible integration of psychedelic medicine, and animal welfare. Last year we made a huge push into the fair pay/living wage movement.

This year we're fixing our focus on regenerative agriculture—a way of farming that enriches the miraculous living soil of Mother Earth rather than

depleting it with pesticides and industrial assault. These regenerative principles heal, restore and enrich—and promise to significantly mitigate climate change at a global scale by drawing down excess atmospheric carbon and sequestering it as stable soil organic matter. You can join us in this movement by making mindful food choices—eating organic grains, legumes and veggies, and most importantly, saying no to “bad meat”—animals raised on petrochemical-intensive grain in confined, industrial operations that are environmental and ethical disaster zones.

By making the best product we can, treating our employees and suppliers fairly, honoring the earth in our decisions, and dedicating our profits to causes that enrich the world, we try to live up to my grandfather's All-One vision every day.

This is why we make soap: to live our gifts to the best of our abilities in loving service to ever-widening circles of community. As my granddad put it: “To do my work, to love, to live! To see to it I gain and grow and give and give!” All-One!

Wir sind Alle-Eins oder Nichts! Alle-Eins!

“We are All-One or None!” Growing a global “Alle-Eins!” community in Emanuel Bronner's birthplace

AXEL RUNGWEBER
Dr. Bronner's Germany

When I first heard about the ideals of “All-One!,” the simplicity of it, while being the most fundamental of all concepts, just caught me.

Thanks to my parents, from my very first conscious moment onward, the belief of the natural equality of all human beings was instilled in me. Growing up, though, I came to notice that this belief was not widely shared.

When Mike, David and I started our own European Dr. Bronner's operation in 2011, it was very much like closing the circle on my own family roots and having them merge into something larger. Uniting Spaceship Earth by replacing hate with love and forgiveness is something that we desperately need in Germany. Germans have been raised for many generations with a collective sense of national guilt due to the Third Reich, and so by being here, in Dr. Bronner's birthplace, we are showing the world what All-One is truly all about:

a family that came close to extinction due to the insanity of an entire nation, returning to their origins and their tormentors by living the idea of “All-One!”

Hosting the 3rd Dr. Bronner's International Symposium in Germany set a remarkable stage for like-minded people from around the world. It was pure joy to observe how common values can unite us regardless of our cultural or religious background—even more, to see our global All-One family using our cultural differences to inspire each other to new levels of thinking and creativity.

Working to break free of existing patterns within the retail industry and having buyers reconsider how they treat their suppliers is highly demanding work, but very rewarding at the same time. I love it. Buyers trust us because we are 100% authentic in all that we do. In every moment, from working with buyers of the largest European retail corporations to owners of the organic mom and pop shops on the corner, we are spreading the idea of “All-One!,” reminding people that they—that all of us—are human beings with a conscience.

We are also reinstalling faith and trust in the people buying our products. I have had people thank us for the way we do business because they have become so fed up with hollow superficial marketing talk. Dr. Bronner's has given them hope that all people can be treated with respect, fairness, and equality.

I was just asked the other day at the opening party for our new office if

Who dare to hear the mighty truth,
that faith-love-courage conquer fear
and teamwork heal a nation's tears.
—E.H. Bronner



this would make me feel proud in terms of a personal achievement. The simple answer is yes and no. Yes because it represents the momentum that we have managed to create in the European market. No because this has truly been a team effort. Seeing how much the idea of “All-One!” has motivated our European team to move mountains on a daily basis motivates me in return—they are proving to me that there is a real chance that ultimately everything will be fine on Spaceship Earth.

סבון אמיתי לעולם אמיתי

“Real soap for the real world.” Realizing Emanuel Bronner's dream of bringing soap and love to Israel

SHAI FRIEDMAN

Managing Director, Ecogreen, & Dr. Bronner's distributor, Israel

My feelings about the environment changed in 1999 when my twins were born. I cared about what I put on their skin, the air they breathed, what I put on their bodies. I realized that human beings are not just in the environment, we are part of the environment—our health, the health of the world, it's all connected.

I felt we could do so much better, that business could do so much better in the products that we make and how we make them. That was the inspiration for Ecogreen—to promote organic and healthy products, and to educate people about why our purchases matter, how they affect our well-being and the well-being of the earth.

I first encountered Dr. Bronner's in 2003 at a US natural products expo. There were hundreds of companies there, and I don't know why, intuition perhaps, but something drew me to them. I met Trudy Bronner. She told me that Dr. Bronner's was not quite ready for international distribution but it was something they were interested in.

Several years later I received an urgent message from my secretary to call her. “It's the American Embassy. David and Michael Bronner are in Israel and they would like to meet with you to discuss distributing their soap.”

We met in a hotel dining room in Tel Aviv. In less than ten minutes we realized that we would be partners. It wasn't a typical business conversation. It wasn't so much about how many trucks I had or the size of my warehouse, but connecting as human beings, not hiding behind the masks of CEO or President or Marketing Director. We connected on a soul level. What does integrity mean? What is our work really about? What are we trying to accomplish?

That is why Dr. Bronner's is at the heart of my business. It's a wonderful product, but it's deeper than that. It's about human relationships and how we conduct ourselves in our daily lives. It's not enough to make and sell an ecological product if we are behaving in a non-ecological manner. We don't have to be sharks to succeed. We can meet as brothers and sisters, bringing our deepest aspirations to our work to connect and enrich the lives we touch—from the fairly paid farmer who is making the organic olive oil for our soap, to the mother and child who are washing with it.

In Israel we’ve lived with war for many years, war against nations and regimes. Now it’s war and barriers that are built among individuals and “tribes” that most threaten us. We are becoming increasingly afraid and distant from each other. We identify as separate creatures, which is very dangerous to the human soul.

This is why Dr. Bronner’s message is important. We all share the same planet, we share the same air, we share the same need to love and be loved, and enjoy a rightful place in the community. Dr. Bronner’s provides us with the inspiration and opportunity to connect without fear to this innocent and delicate part of the human spirit that we all share. “For we are All-One or None!”

نزرع الأمل في الأرض المقدسة

“Growing hope in the Holy Land.” Preserving trees, tradition and livelihoods in Palestine.

DR. NASSER ABUFARHA

Canaan Fair Trade, Dr. Bronner’s olive oil supplier

In 2004, I was returning to Palestine from the US to conduct anthropological research for my doctorate. As I traveled through the land—the Jenin, Nablus, and Ramallah areas of the West Bank—I noticed a number of uncultivated olive tree terraces. At the time of my visit, Israeli occupation forces had fragmented Palestinian areas into multiple regions, and most farmers were not able to reach markets in local cities, much less international markets. Occupation forces were also cutting down our trees, and Israeli settlers were harassing Palestinian farmers in orchards near settlements and their access roads—an ongoing problem. Meanwhile, olive oil prices plummeted to below \$2 per kg, making it no longer feasible for farmers to sustain tending them.

Olive trees are the most important crop for Palestinians’ food security and cultural representation. They are the symbol of our identity. The trees connect us to our land, our history, and to past generations. They also link us to future generations, to our children and grandchildren. Our foods as well as our social and cultural traditions have grown out of our relationship to the land. If these trees and traditions are compromised, so too are we as a community, as a people.

To create an environment in which the olive crop could be saved, I turned to fair trade, building and networking village-based cooperatives to establish the Palestine Fair Trade Association. I then founded Canaan Fair Trade with a mission of sustaining the livelihoods and ecosystem of Palestinian rural communities. In 2005, we started exporting to Canada, the UK, and the US, selling our olive oil through fair trade shops and community organizations.

A year later David Bronner called to ask about our fair trade olive oil. Dr. Bronner’s understood our social mission and the challenges that surround our farmers’ production, and extended helping hands in overcoming and navigating these challenges. They first helped us achieve fair trade and organic certifications, which gave us a great deal of recognition in the marketplace and translated into sales and more market venues open to our farmers. Our

partnership with Dr. Bronner’s made our new project a significant force in Palestine’s olive oil sector.

While market olive oil prices were at 8 Israeli shekels (ILS; 1 \$US = 3.793 ILS) in 2004, in 2005 we paid farmers what we calculated to be the minimum sustainable price of 16 ILS/kg. With Dr. Bronner’s request for 60 tons from the 2006 harvest, we raised farmers’ payment to 20 ILS/kg. Between 2006 and 2016 Dr. Bronner’s order grew from 60 to 420 tons, and local market olive oil prices have not dropped below sustainable levels since.

Though Dr. Bronner’s sources our olive oil for their organic and fair trade soaps, they also helped to nurture one of our most precious food sources, and save one of the longest-giving regenerative ecosystems and farming traditions in the world. And together we gave the world a window through which to see Palestinians as custodians of these sustainable farming traditions—an inspiring journey that has injected life and regenerated hope throughout Palestine’s farming community.

Earth, sweet Earth

Calling all people, all companies, to join us in caring for our beautiful, fertile, fragile home

KRIS LIN-BRONNER

Strategic Advisor & CSR Manager

Despite our industrial civilization’s brief existence relative to geologic time, we have already altered natural systems on Earth that sustain life as we know it—most significantly the balance of the carbon cycle and its impact on climate. We have a brief timeframe in which to not only reverse the damage that has already been done, but find new ways to live so that our existence—and that of many other species on this planet—may endure.

It is impossible to write about addressing climate change without acknowledging the major hurdles that will be thrown in our way from this last election. The hope for a universal carbon tax on fossil fuel sources is more distant than ever. Hope for preserving our fragile ecosystem has turned to fear. But regardless of the challenges ahead we must not give up the fight.

One of the most promising fronts in the effort to stop climate change is agriculture. As an economic sector, agriculture is one of the largest global emitters of greenhouse gas. Industrial agriculture, with its dependence on carbon-intensive chemical inputs and factory farming of animals raised on GMO grain, not only releases up to a third of all greenhouse gas emissions each year, but also other pollutants that harm human and wildlife health. But, paradoxically, agriculture is also one of the greatest potential solutions for mitigating climate change and reversing its impact. By farming regeneratively—using cover crops, composting organic waste for fertility, minimizing tillage, raising ruminants on pasture versus feedlots, and rotating crops—we can increase our soil’s organic matter, resilience, and capacity. And most critically, we can capture the dangerous excess of carbon in the atmosphere and convert it into

living fertile soil that efficiently stores water, promotes healthy and humane food production, and provides vital support to our ecosystem.

There isn’t a more important time for all of us as individuals to take responsibility for our daily consumption choices—the foods we eat, clothes we wear, ideas we share. We cannot live our daily lives without paying attention to what kind of agriculture we are supporting. Each time we say no to factory farmed meat and conventionally-grown foods, and instead choose organic, regenerative alternatives, it is a choice for healing our planet and our future.

There also isn’t a more important time for businesses to lead by example. Dr. Bronner’s has always been a champion of organic agriculture and will continue to source organic ingredients for our products. This coming year we will complete our full carbon emission accounting, and direct resources to carbon sequestration and mitigation projects within our supply chain and beyond. We will intensify our partnerships with other businesses, NGOs, and farmers to educate consumers on regenerative agriculture, invest in regenerative agricultural capacity, and help transform our agricultural landscape.

Agriculture is the foundational act of our civilization—getting it right or not will determine our future. Earth has lived through ecological catastrophes and much more extreme changes in its atmosphere than what we’re experiencing today. After a few short million years of drastic environmental upheaval, it will once again assert a new equilibrium and nurture new life. Whether or how we fit into that equation is the real question. In the words of farmer-philosopher Wendell Berry: “Whether we and our politicians know it or not, Nature is party to all our deals and decisions, and she has more votes, a longer memory, and a sterner sense of justice than we do.” Let’s join Her party!

We love Gail!

Mike Bronner talks with Gail Tripp about her storied history with Emanuele Bronner and his soap company

What was your childhood like?

I was born in San Diego but raised in Escondido, the youngest of about 15 kids. I was the forgotten child, just there, a paycheck to somebody on welfare, that’s the way I felt growing up. I yearned for a different life, a different family, a different mother and father. I yearned for it so much that when I was a kid I’d go to the pay phone and call Child Protective Services to see if they could come get me and give me a new mom and dad.

When I was 11 or 12 I started running away with my friend Lisa. We’d panhandle, or just ask people for food. We considered ourselves running away, but nobody ever came to look for us. We would leave and not come back for two or three months, and when we’d come home it would be like, “Oh, how are you doing?” I don’t think they understood how much pain that was, to not even come looking for us.

What was your defining characteristic when you were a child?

With me I had the drive, I wanted to make money, I wanted to work, I wanted things that I saw other children had. I was the one out there as a child going to stores and saying, “Hey, I’ll sweep the front of your store if you pay me ten cents.” And they’d say, “Sure.” I never stole anything. I may have gone to a



Gail Tripp, shining her light on Dr. Bronner’s since 1988.

My neighbor worked for Dr. Bronner in the office, and she told me about a job. He wanted another girl to type his Moral ABC. I didn’t know how to type, but from what I knew about Dr. Bronner, he accepted everybody. He didn’t care where you came from, what your education was. He’d tell you, “Take your time, because my Moral ABC is really important. It doesn’t matter how slow you type.”

The more you typed it, the more you saw that it was his life’s work. It’s like you had this drive to keep typing because he wanted it perfect and you wanted it perfect for him.

When I started working there I was in a very dark place, almost living a double life. I lived a life of being a mother, working at Denny’s, and then the dark life of being a prostitute. I would do drugs until I was numb. Until I didn’t feel what I was doing. Family and friends didn’t even know, but I did everything I could to put a roof over my child’s head.

The day I went to Dr. Bronner’s, I never prostituted after that, never. Dr. Bronner helped me heal. He told me what a wonderful person I was, what a survivor I was, and how he survived things in his life. He taught me to honor myself, and that I have to be first before I can help anybody else; I have to perfect myself first. He had me by the hand and he took me out of that dark place.

He’d say: “Do you wanna go with the bad in your life or do you wanna go with the good? My Moral ABC will guide you, and it’ll help you make that decision.”

How did you respond to the Moral ABC?

What moved me is that it united everybody. It didn’t matter race, religion, boy, girl, gay. That really inspired me, and it made me look at people differently.

I was raised into church, but I never thought about church the way I did the Moral ABC. The Moral ABC, it got a hold of you because it was so positive. It brought out so much love in people and in me.

How do you feel today about working at Dr. Bronner’s?

Every day I learn something new. Every day I’m sharing that knowledge with coworkers. Every day I wake up at four in the morning, and every day I watch that clock, ready to walk out that door. If I could come here in the middle of the night I would. When I come to work I’m treated as family and not just as an employee. It’s like walking into another part of my home.

If you could go back and talk to the person you were before you met Dr. Bronner, what would you tell yourself?

I would say there is hope, just grab my hand. If people want to show you compassion and love, no matter how much you’ve been hurt, accept it. When you’re in school the teacher may say, *Read a book, it’s food for the brain*. Dr. Bronner used to say, *When people are loving and kind, you take that ‘cuz it’s food for the soul*.

All people deserve a living wage

Fair Pay Today! campaign helps raise the wages of 8 million US workers in 2016

CHRISTINA VOLGYESI
Director of Marketing

RYAN FLETCHER
Director of Public Affairs

One of our company's core principles is to fund and fight for causes we believe in, which includes raising the minimum wage in America. Something is deeply wrong with our economic system when Americans working full time can't make ends meet, and instead are forced to rely on inefficient public assistance programs (subsidized by taxpayers), even as executive pay and shareholder profits continue to skyrocket.

In 2016, the movement to raise the minimum wage placed initiatives on ballots in Arizona, California, Colorado, DC, Maine, Oregon and Washington, and two federal bills in Congress. Dr. Bronner's donated over \$750,000 to these campaigns, dedicated staff to the DC campaign, and developed the "Fair Pay Today!" consumer education campaign with ethical businesses and leading advocacy groups, including Business for a Fair Minimum Wage and The Fairness Project. The goal was to use our collective business voice to push back on false anti-minimum wage rhetoric that jobs would be lost if the minimum wage increased. If you visit our factory, you'll see nearly 200 dedicated employees paid at fair starting wages of \$17/hour—more than twice the federal minimum wage. Executive salaries are capped at 5 to 1 from the lowest paid position, and benefits for all

employees include 100% paid healthcare, profit sharing, and annual bonuses. From September 2016 through the election, if you visited any natural products retailer you may have seen a special label on our 32oz liquid soaps proclaiming: "Fair Pay Today!" The campaign was modeled after other successful programs Dr. Bronner's spearheaded in the natural products industry around GMO labeling, industrial hemp farming, and fair trade, and spoke directly to consumers in the grocery aisles about why raising the minimum wage is good for business and good for everyone. When workers are paid fairly they spend money locally which makes their communities and small businesses thrive.

Support for the campaign grew to 100 brands and retailers and included in-store displays and sampling, stickered packaging, Twitter parties, and video testimonials. We also lobbied on Capitol Hill, and held webinars to further rally our industry.

As unconventional as it might seem, putting political messages on our bottles is what we do: Our founder Emanuel Bronner used the label to spread his vision of a unified world. It's pamphleteering in the style of Thomas Paine, a hero of Emanuel's, and one of the ways we advocate as a company. When supporting a cause, we measure success not on soap sales, but on our ability to amplify the message and help advance policy change. We are proud to report that the effort in DC and all states in play succeeded in raising the wage—a huge win not only for the millions of minimum wage workers directly affected, but for the fight to secure fair pay for all Americans.



Dr. Bronner's calls out to customers in the grocery aisle to join the fair pay movement.



Dr. Bronner's growing family—six generations and 180 employees later—at our home in Vista, California.

Our social action accomplishments and activist efforts in 2016

JAN Dr. Bronner's supports introduction of Cleaning Products Disclosure Bill in California legislature, requiring manufacturers of cleaning products to disclose ingredients • Fueled by Dr. Bronner's long-term support, Vote Hemp continues to lobby for Industrial Hemp Farming Act with record 75 bi-partisan co-sponsors in House, 16 in Senate. Industrial hemp now legal in over 30 states

FEB Dr. Bronner's short documentary, "Journey to Serendipol," documents production of fair trade and organic virgin coconut oil, and development of fair trade sister company Serendipol in Sri Lanka • Dr. Bronner's donates \$25,000 to Sea Shepherd Global; supplies ships with soap and coconut oil for missions to save whales and marine wildlife • Under pressure from campaign to raise minimum wage, Oregon's legislature votes and governor signs increases to \$14.50 by 2022 in Portland, \$13.50 in smaller cities, \$12.50 in lower cost-of-living rural areas

MAR Dr. Bronner's dedicates \$500,000 to fair minimum wage campaigns and advocacy organizations • Launches "Fair Pay Today!" campaign; sponsors industry-wide discussion at Natural Products Expo West on importance of supporting the movement; Dr. Bronner's and Fair World Project gather The Fairness Project, Business for a Fair Minimum Wage, Ben and Jerry's and other brands to discuss unique leverage natural products industry can assert in movement • Food movement crushes voluntary version of the DARK Act in Senate • Dr. Bronner's releases All-One Report, documenting \$6 million+ in donations to social causes in 2015

APR Under pressure from campaign to raise the minimum wage, California legislature votes and governor signs increase to \$15 by 2022 for minimum wage workers; New York enacts \$15 by 2018 in NYC, and by 2022 in surrounding suburbs; and \$12.50 by 2022 in rural areas

MAY Dr. Bronner's supports Fair World Project campaign for World Fair Trade Day • Donates to Story of Stuff, helping to win Oregon's Hood River County initiative prohibiting commercial-scale water bottling

JUN Dr. Bronner's DC-based social action team, working with Working Families and Restaurant Opportunities Center, collects enough signatures to place Initiative 76 on the ballot to raise minimum wage in DC. Under pressure, DC Council and Mayor pass \$15/hour minimum wage bill • 7th Annual Hemp History Week co-founded and sponsored by Dr. Bronner's

JUL Passage of The Dark Act GMO labeling bill, with mandatory but weak electronic disclosure requirement, reinvigorates company efforts towards regenerative agriculture • Dr. Bronner's supports production of Kiss the Ground documentary on regenerative agriculture

AUG Support of 100 Wave Challenge to raise funds/awareness for young men's mentoring network in San Diego • Dr. Bronner's Europe celebrates unveiling of new Sea Shepherd Global ship, the *Ocean Warrior*

SEP David Bronner wins Rodale Institute's 6th Annual Organic Pioneer Business Award • Dr. Bronner's receives Best for the World award, places in top 10% of all B Corp Certified companies • Renews support for organic agriculture; resigns from the Organic Trade Association, joins Rodale's Organic Farming Association • Donates \$250,000 to the Fairness Project to support campaigns to lift minimum wage to \$12 by 2020 in CO, AZ, ME; \$13.50 in WA • Working with New Approach and the Marijuana Policy Project, contributes \$660,000+ to responsible cannabis legalization and regulation campaigns in CA, MA, ME, AZ, NV • Working with The Humane Society, gives \$100,000 to Massachusetts' Yes on 3 campaign to end cruel confinement of veal calves, egg-laying hens, pigs

OCT Dr. Bronner's donates another \$500,000 in support of minimum wage and marijuana reform campaigns • Marks third year of support for animal advocacy with donations exceeding half million dollars, including support of *Eating Animals* documentary • Dr. Bronner's logistics partner in Germany engages with Syrian refugees in Germany—sets up soccer field in front of camp, involves families in collection of apples, produces and distributes apple juice to community

NOV Election-day victories on 9 of 10 ballot initiatives supported by Dr. Bronner's: minimum wage hikes in CO, AZ, ME, WA; responsible cannabis legislation in CA, MA, ME, NV; landmark animal welfare law in MA. • National Employment Law Project recognizes David Bronner for support of movement to raise minimum wage • Dr. Bronner's supports Catharsis event and vigil on National Mall, initiated by MAPS to raise awareness about healing from trauma • MDMA for treatment-resistant PTSD and Psilocybin for end-of-life anxiety approved for FDA phase 3 trials

DEC Dr. Bronner's makes *Conscious Company* Magazine's list of "Top 25 For-Benefit Companies" • Commits to purchase boat, the *E.H. Bronner*, for Sea Shepherd Germany in support of campaign to save whales

2016 by the numbers

How our family grows



| 2016 EMPLOYMENT STATISTICS | |
|--|------------|
| Total # of employees | 180 |
| Managers | 27 |
| Managers hired from within | 11 |
| Part-time employees | 7 |
| Temporary employees | 7 |
| Average age | 39.1 |
| Average tenure (years) | 6.1 |
| Turnover | 3.8% |
| BENEFIT EMPLOYEE PARTICIPATION | |
| No-deductible health insurance | 100% |
| Dental insurance | 100% |
| Life insurance | 100% |
| COMPENSATION | |
| Minimum compensation | |
| Starting permanent position rate | \$17.76/hr |
| Compared to CA min. wage (\$10/hr) | 177.6% |
| DIVERSITY | |
| Minority employees | 64% |
| Women employees | 48% |
| Minority managers | 55% |
| Women managers | 48% |
| COMPENSATION RATIO | |
| CEO : median wage | 4.59 : 1 |
| US national average† | 276 : 1 |
| † Source: Economic Policy Institute 2016 | |

Our fair trade activity

| 2016 FAIR TRADE SOURCING | | DR. BRONNER'S AFFILIATES* | OTHER PROJECTS** |
|---|------------------------------|---------------------------|------------------|
| Total fair trade oil produced for Dr. Bronner's in 2016 (metric tons) | | 2,223 | 1,294 |
| Fair trade premium spending by issue area | Farmer support | \$ 69,726 | \$ 115,245 |
| | Health | \$ 53,261 | \$ 40,452 |
| | Education | \$ 7,387 | \$ 5,133 |
| | Water & sanitation | \$ 34,956 | \$ 20,456 |
| | Infrastructure | \$ 15,960 | \$ 46,282 |
| | Other | \$ 16,961 | \$ 2,629 |
| Total | | \$ 198,250 | \$ 230,197 |
| 2016 FAIR TRADE SUPPLY CHAIN IMPACT | | | |
| Number of farmers registered | Male | 1,347 | 3,097 |
| | Female | 445 | 625 |
| | Total | 1,792 | 3,722 |
| Farm level income | Total farm gate purchases | \$ 4,264,343 | \$ 7,555,930 |
| | Organic farm income premium | \$ 325,100 | \$ 556,357 |
| | Average purchased per farmer | \$ 2,380 | \$ 2,030 |
| | Total | | |
| Total acres under cultivation | Certified organic | 21,679 | 22,037 |
| | In-conversion & conventional | 3,317 | 7,558 |
| | Total | 24,996 | 29,595 |

* Dr. Bronner's affiliates include Dr. Bronner's sister companies Serendipol in Sri Lanka (coconut oil) and Serendipalm in Ghana (palm oil).
** Other fair trade projects include Canaan Fair Trade in Palestine (olive oil); Creation Biotech in India (mint oils); Natural Habitats in Ecuador (palm kernel oil); and other projects for minor ingredients that have submitted impact report.

Our social contributions

Dr. Bronner's contributed to various causes in 2016 (8.4% of total revenue, and 40.9% of profit before taxes). The total includes financial, in-kind and direct action contributions.

| | |
|----------------------------|--------------|
| Hemp & drug policy reform | \$ 2,786,389 |
| Sustainable agriculture | 2,330,207 |
| Wage equality & fair trade | 1,448,970 |
| Youth & community services | 867,084 |
| Animal advocacy | 533,682 |
| Other | 512,558 |
| Environmental | 251,501 |
| Total | \$ 8,730,398 |

This report is printed on Green Seal and Carbon Neutral Plus certified, 100% recycled post-consumer waste and chlorine-free Neenah Environment PC 100 Natural 80# Text, manufactured with 100% green renewable energy, saving 12,693 pounds of wood (41 trees), 19,072 gallons of water, 2 BTUs of energy, 1,277 pounds of solid waste, and 3,516 pounds of emissions compared to traditional printing.
Calculations based on the Environmental Defense Fund Paper Calculator and research done by the Paper Task Force, a peer-reviewed study of the lifecycle environmental impacts of paper production and disposal. More at NeenahPaper.com

B Impact report

As a benefit corporation, we are committed to measuring our social and environmental performance according to an independent 3rd-party standard. We've selected the B Impact Assessment standard developed by the nonprofit B Lab for its rigor and integrity. The assessment results demonstrate we are exceeding our benefit corporation goals by rigorous objective measures.

| SUMMARY | DR. BRONNER'S SCORE | MEDIAN SCORE* |
|-----------------|---------------------|---------------|
| Environment | 47 | 7 |
| Workers | 28 | 18 |
| Customers | 0 | N/A |
| Community | 58 | 17 |
| Governance | 15 | 6 |
| Overall B score | 149 | 55 |



One of humankind's oldest and simplest products—soap! Soap's origin is something of a mystery, but scholars believe it began in Babylon nearly 5000 years ago, in the area between the Tigris and Euphrates rivers on a nearby day. One story says that at a certain spot on the bank of the river, near a hot spring where the water was so hot that it was used to wash the clothes, people noticed that items washed in the water got especially clean. Its true soap at its most basic level combines fat and ash. Eventually soapmaking moved to Egypt, then became a family established in the Levant, primarily in current-day Syria. "Mepho Soap" The Crusades and Muslim expansion brought soapmaking to the central region of Spain, which became famous for its Castile soap made from olive oils. Soapmaking then traveled throughout Europe, with soapmaking centers in France, Italy, England, and Germany, where the first liquid Castile soap was made, possibly by the German-Jewish Heilbronn family.

THE JOURNEY OF SOAP

Since its very beginning, Dr. Bronner's has been committed to making a product good for body, earth, and soul. While other soap companies use synthetic detergents and foaming agents, Dr. Bronner's uses only natural organic plant oils. Since 2000, Dr. Bronner's has sourced certified organic raw ingredients in support of healthy, regenerative agriculture that uses no synthetic chemical fertilizers or pesticides. In 2006, Dr. Bronner's major raw materials from certified fair trade operations (FT) to ensure fair prices, and committed to supporting farmers, workers, and their families. The fair trade premiums paid by Dr. Bronner's help communities build bridges, create jobs, and support schools, and purchase medical equipment. An estimated 10,000 people around the world benefit directly from our fair trade projects and we are supporting the development of domestic fair trade programs here in North America as well. Dr. Bronner's will not be satisfied until every organic product on this map is also certified fair trade!

THE JOURNEY OF FAIR TRADE AND ORGANIC

Sisters & Brothers on Spaceship Earth!



THE JOURNEY OF EMANUEL BRONNER

Emanuel Heilbronn was born January 1, 1908 in Heilbronn, Germany. As the third generation of a Jewish soapmaking family, he apprenticed at the family soap factory and attended the staff seven trade school, receiving a Master Soapmaker certificate. Immigrating to New York City in 1929 before joining a cousin in Waukegan, Illinois, Emanuel considered himself an American soap entrepreneur as a chemist and researcher spending a decade in Milwaukee before returning to Chicago, Illinois. Emanuel as an inventor and innovator in the soap industry. Emanuel gave equal energy to developing his global peace plan and delivering speeches on religious tolerance in the soap industry. He was arrested and put into an asylum after a passionate speech in Chicago, he escaped by climbing out of a window, hitchhiked to Los Angeles in 1947, and returned to his street corner sermons, giving away his soap to all who came to listen, and eventually printing his sermons on his soap labels. Dr. Bronner's Magic Soaps was born. In 1963, Dr. Bronner moved the factory to Escondido, California, and returned there until his death in 1987, leaving his children and grandchildren to run the business.

We are All-One or None! All-One!

Is this world upside down, or are we? Is our planet a commodity to be assaulted, extracted and depleted, or a sacred home to be revered, celebrated and nurtured? Are people separate creatures to be divided, judged and exploited, or sisters and brothers to be united, exalted and loved? There are brave souls who dare to dream that we are brothers-sisters and not foes. That hands may clasp across the seas to common good, to common woes. —Dr. E.H. Bronner

THE JOURNEY OF DR. BRONNER'S SOAP

The soap known as Dr. Bronner's 18-in-1 Pure-Castile Soap wasn't initially intended for sale. Emanuel Bronner developed it as a diaper soap for his own children and gave samples away at lectures where he delivered his "All-One" sermons on uniting the human race. Dr. Bronner's popularity throughout the 1950s. In the 1960s, the soap gained samples away at lectures where he delivered his "All-One" sermons on uniting the human race. Dr. Bronner's popularity throughout the 1950s. In the 1960s, the soap was embraced by the hippie youth culture which loved its environmental qualities and Dr. Bronner's message of peace and love. By the 1980s, the soap, distributed far and wide in hundreds of TV vans, could be found in most natural food stores and co-ops across the globe. Expanding to countries such as Japan in 2005, South Korea in 2009, and Germany and Israel in 2008, Dr. Bronner's can now be found in 89 countries on Spaceship Earth.

Dr. Bronner's Cosmic Principles

We are family soapmakers committed to honoring the vision of our founder Dr. E.H. Bronner by making socially and environmentally responsible products of the highest quality, and dedicating our profits to help make a better world. These principles define our most important relationships and guide us in everything we do, from soapmaking to peacemaking. All-One!

OURSELVES

1. Work hard! Grow!

Do well so you can do good!
Learn, improve, prosper!
Success is the engine
that makes everything
else possible.

OUR EMPLOYEES

3. Treat employees like family

We are all sisters and brothers!
Be kind, pay fairly, reward generously—
support good and healthy living.
Seek and encourage the best
in one another!

OUR CUSTOMERS

2. Do right by customers

Make the very best products for human,
home and earth—no synthetics or detergents!
Only the purest organic, fair trade,
cruelty-free and biodegradable
ingredients!

OUR SUPPLIERS

4. Be fair to suppliers

Fair Trade means fair to the people—fair
prices, fair wages, fair working conditions,
respect for land and communities.
Invest, invest! For we're
All-One or None!

OUR COMMUNITY

6. Fund & fight for what's right

Be an engine for positive change.
Enrich the world, make good things
happen—share profits, share talent,
share muscle, share voice—
give and give!

OUR EARTH

5. Treat the earth like home

Reduce, recycle, reuse, reuse!
Make humble and mindful use of the
earth's gifts. Do not waste, do not
harm the land or people
or animals.



For we're All-One or None! ALL-ONE! In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants.



Dr. Bronner's is the top-selling soap in the U.S. natural marketplace. Only the purest organic & fair trade ingredients. No synthetic preservatives, detergents or foaming agents—none! Biodegradable, cruelty-free, vegan—our products meet the highest standards for ecological and social sustainability—certified to the strictest industry standards. No greenwashing hype! Support truth in labeling! For we're All-One or None! All-One!