



DAVID BRONNER
Cosmic Engagement Officer, Dr. Bronner's

"We see our company as a progressive engine to help build a better world for everyone."

David Bronner is Cosmic Engagement Officer (CEO) of Dr. Bronner's, the top-selling natural brand of soaps in North America and producer of a range of organic body care and food products. He is a grandson of company founder, Emanuel Bronner, and a fifth-generation soapmaker. Under David and his brother Michael's leadership, the brand has grown from \$4 million in 1998 to over \$129 million in annual revenue in 2019.

David and Michael established Dr. Bronner's as a sustainable leader in the natural products industry by becoming one of the first body care brands to formulate with hemp seed oil in 1999 and to certify its soaps, lotions, balms, and other personal care products under the USDA National Organic Program in 2003. Both actions resulted in high-profile litigation with government agencies, DEA and USDA respectively, that Dr. Bronner's ultimately won, cementing Dr. Bronner's activist orientation in the natural products marketplace. Over the years, David and Dr. Bronner's have been key leaders in fights for GMO labeling, industrial hemp farming in the U.S., high-bar organic and fair trade standards, cannabis reform, and a fair minimum wage.

Today, David is helping to lead the effort to establish the Regenerative Organic Certified standard, dedicating time and resources to creating an integrated, comprehensive program that addresses soil health, animal welfare, and fair labor practices to advance sustainable and ecological alternatives to industrial agriculture.

Since 2006, Dr. Bronner's has partnered with certified Fair Trade projects around the world to source all major ingredients, including olive oil from Palestine and Israel, coconut oil from Sri Lanka, peppermint oil from India, and sustainable palm oil from Ghana. Dr. Bronner's is now working to pilot its organic, palm, and mint oils to the new Regenerative Organic Certified standard, and launched its first ROC product, Regenerative Organic

Coconut Oil, in 2020. Furthermore, Dr. Bronner's is a founding partner in the Climate Collaborative, which leverages the power of the Natural Products Industry to compel action on climate change.

In addition to his support of advocacy for regenerative organic agriculture, David directs Dr. Bronner's resources to support animal advocacy, wage equality, and drug policy reform. One of his passions is the responsible integration of cannabis and psychedelic medicine into American and global culture and he is a board member of the Multi-Disciplinary Association of Psychedelic Studies. In 2019 he launched the non-profit cannabis flower brand Brother David's to support Sun and Earth certification of cannabis grown under the sun, in the soil, without chemicals and with fair labor. His activism embodies the company's mission – which encompasses a commitment to making socially and environmentally responsible products of the highest quality, and to dedicating profits to help make a better world.

David was born in Los Angeles, California in 1973 and earned an undergraduate degree in biology from Harvard University. He is a dedicated vegan and enjoys surfing and dancing late into the night. He currently lives in Encinitas, California.

DAVID BRONNER IS AVAILABLE FOR INTERVIEW

Interview Angles And Talking Points

- **Over 150 years of family soap-making history:** Dr. Bronner's began in the U.S. in 1948; founder Emanuel Bronner's German-Jewish family began making soap in 1858.
- **Top-selling natural brand of liquid and bar soap in the U.S.:** Dr. Bronner's has grown from \$4 million in annual revenue in 1998, to over \$129 million in annual revenue in 2019.
- **Modeling progressive business practices:** Total compensation of Dr. Bronner's highest-paid employees and executives is capped at five times that of the lowest-paid position. The company also provides generous health benefits, retirement contributions, and profit sharing bonuses.
- **David's father, Jim Bronner, invented fire fighting foam and "snow foam" used on movie sets:** Dr. Bronner's uses a similar formula today for the firetruck and mobile shower trailer, "Dr. Bronner's Magic Foam Experience" that operates at pride parades, mud-runs and music festivals across California.
- **Reducing the carbon footprint of manufacturing:** David pioneered the use of 100% post-consumer recycled bottles for packaging the liquid soaps, as well as a hemp and recycled paper blend to package the brand's bar soaps. Under David's leadership, Dr. Bronner's has transitioned to solar power at its manufacturing headquarters that now provides approximately 50% of electricity needs annually.
- Dr. Bronner's donates millions of dollars each year to support progressive causes, such as:
 - **Regenerative Organic Agriculture:** Dr. Bronner's is taking a lead role in the development and piloting of Regenerative Organic Certification. The company has also pledged over \$2 million since 2018 to support a variety of organizations and efforts working to promote regenerative organic agriculture to increase soil health and mitigate climate change.
 - **Fair Trade:** Dr. Bronner's is committed to sourcing raw materials from fair trade projects around the world that ensure a fair price, living wage and community infrastructure that benefits an estimated 25,000 farmers, workers, and their families around the world. Dr. Bronner's also works to catalyze policy change and grow public awareness on the importance of organic agriculture and fair trade models.
 - **Sustainable Palm Oil:** Used in Dr. Bronner's bar soaps, this ingredient comes from a fair trade and organic palm project in Ghana, that Dr. Bronner's runs. This palm oil does not contribute to habitat loss for orangutans and other endangered species in areas of the world where rainforests are indiscriminately destroyed for palm production.
 - **Animal Advocacy & Plant-Based Eating:** David has been a dedicated vegan since 1996 and Dr. Bronner's actively supports efforts to reduce meat consumption and promote the benefits of plant-based diets. The company has donated over \$3 million since 2013 to organizations working to reduce the suffering of farmed animals, protect wildlife, and transition to healthier and more sustainable food systems.
 - **Drug Policy Reform:** David works with organizations and campaigns across the U.S. to alleviate the worst harms of prohibition and create safe legal access to cannabis and psychedelics for patients and responsible adults.

A bottle of Dr. Bronner's Pure-Castile Soap is sold worldwide every 2.04 seconds.



Dr. Bronner's is the top-selling soap in the U.S. natural marketplace. Synthetic preservatives? Harsh detergents? None! Effective, ecological, vegan and cruelty-free. Made with organic oils, Dr. Bronner's is the very best soap for body, home and Earth. Clean body-mind-soul-spirit instantly uniting One! For we're All-One or None! All-One!

DR. BRONNER'S MISSION STATEMENT

Dr. Bronner's is a family business committed to honoring the vision of our founder Dr. E.H. Bronner by making socially and environmentally responsible products of the highest quality, and by dedicating our profits to helping make a better world. "All-One!"

RECENT MEDIA COVERAGE

ADWEEK

CONSCIOUS
COMPANY MAGAZINE

FAST COMPANY

The
Guardian

Inc.

THE
NEW YORKER

The
New York
Times

npr

POLITICO

THE WALL STREET JOURNAL.

The
Washington
Post

To arrange an interview with Michael Bronner, please contact:

Ryan Fletcher
202-641-0277
publicaffairs@drbronner.com

For more information, visit:
www.drbronner.com

