



DR. BRONNER'S  
**ALL-ONE!**

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

PRESS RELEASE

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## **Dr. Bronner's Pure-Castile Magic Soaps**

### ***Dr. Bronner's Magic Soaps Offer Versatility & Ecological Ethos***

**VISTA, CA** - Dr. Bronner's Pure-Castile Magic Soap formula is simple and ecological, based on old world quality and expertise, yielding soaps unlike any other. Made with Regenerative Organic Certified oils, including extra virgin coconut, olive, palm kernel, palm and hemp seed oils, together with pure essential oils and genuine scents, Dr. Bronner's Pure-Castile Magic Soap effectively cleans, and produces a rich, smooth lather that leaves the skin feeling refreshed and clean. Dr. Bronner's Magic Soap is a real soap that is good for body, hands, face, and more. No added foaming agents, no thickeners or preservatives are used. Rather, natural plant-derived Vitamin E and citric acid protect freshness, and the 18-in-1 Pure-Castile Magic Soaps are two to three times more concentrated than other leading brands, thus conserving packaging materials.

Packaged in 100% post-consumer recycled plastic bottles and Refill Cartons with 86 % less plastic per quart for the 18-in-1 Pure-Castile Magic Soaps, and 100% post-consumer recycled paper for All-One Pure-Castile Magic Bar Soaps, Dr. Bronner's Magic Soaps are available in the U.S. in Peppermint, Lavender, Almond, Tea Tree, Eucalyptus, Baby Unscented, Rose and Citrus scent varieties.

#### **INGREDIENTS:**

**18-in-1 Pure-Castile Magic Soap (Unscented):** Water, Organic Coconut Oil\*±, Potassium Hydroxide≠, Organic Palm Kernel Oil\*±, Organic Olive Oil\*±, Organic Hemp Seed Oil±, Organic Jojoba Wax, Citric Acid, Tocopherol

**All-One Pure-Castile Magic Bar Soap (Unscented):** Organic Coconut Oil\*±, Organic Palm Oil\*±, Sodium Hydroxide≠, Water, Organic Olive Oil\*±, Organic Hemp Seed Oil±, Organic Jojoba Wax, Sea Salt, Citric Acid, Tocopherol

\*Certified Fair Trade Ingredients

± Regenerative Organic Certified

≠None remains after saponifying oils into soap and glycerin

Magic Soap scent varieties also contain the following essential oils:

*Peppermint* – Mentha Arvensis, Mentha Piperita

*Lavender* – Lavandin Extract, Lavender Extract

*Almond* – Natural Almond Fragrance

*Tea Tree* – Tea Tree Extract

*Eucalyptus* – Organic Eucalyptus Oil

*Rose* – Natural Rose Fragrance

*Citrus* – Organic Orange Oil, Organic Lemon Oil, Organic Lime Oil

#### **Regenerative Organic Certified**

Regenerative Organic Certified is the world's leading certification program to ensure the highest standards are met for soil health, animal welfare, and farmworker fairness. Dr. Bronner's Magic Soap is made with a nourishing blend of Regenerative Organic Certified oils. As of 2025, more than 18 million acres of agricultural land have transitioned to Regenerative Organic Certified

since the certification's founding in 2017. Dr. Bronner's has transitioned more than 75,000 acres of its agricultural supply chain to become Regenerative Organic Certified.

### **Fair Trade**

Since 2008 Dr. Bronner's has been certified Fair Trade for all major raw materials (representing over 95% of annual agricultural volume) by Fair for Life. Shifting supply chains to use certified Fair Trade ingredients makes a big difference in the lives of several thousand farmers and workers—and is money well spent. Along with their families and communities, farmers and workers benefit from fair prices, living wages and funding for local development projects.

### **Certified Under the USDA National Organic Program**

Organic Integrity in body care means that the main ingredients as well as secondary ingredients in an organic labeled or branded product are certified organic, produced in compliance with the National Organic Program. Dr. Bronner's products are certified to the USDA National Organic Program, which consumers trust to ensure the organic integrity of organically labeled products.

### **No Animal Testing and Vegan**

Dr. Bronner's qualifies for the rabbit and stars logo of the Coalition for Consumer Information on Cosmetics (CCIC). This logo certifies that the product and its ingredients are not tested on animals. The CCIC, a coalition of animal rights organizations, requires an independent audit for confirmation. Dr. Bronner's Pure-Castile Magic Soaps do not contain animal products.

Dr. Bronner's has also obtained vegan certification from Vegan Action for all offerings that contain no animal-derived ingredients (this excludes lip and body balms), and the company is registered with the Vegan Society in the U.K. Vegetarian and animal welfare advocacy are a core focus of Dr. Bronner's activism efforts.

### **Environmental Working Group Verified**

Seven out of the eight regularly available scents\* of Pure-Castile Magic Soap are labeled on-product with the Environmental Working Group's EWG Verified logo. EWG's science-backed resource, the Skin Deep Database, rates the safety of ingredients in personal care, and beauty products based on the best publicly available information in a simple to understand rating system, identifying potential hazards and health concerns. To qualify for the EWG Verified program, a product must score a 1 or 2 in the Skin Deep database. The EWG Verified mark on a product designates that the brand has taken extra steps in providing transparency to EWG's scientists to verify the safety of product ingredients.

*\*Dr. Bronner's Eucalyptus Liquid and Bar Soap are not currently EWG Verified because the level of eucalyptus essential oil used exceeds the limit under EWG Verified criteria. Dr. Bronner's uses approximately 2% organic eucalyptus oil in their soaps to give it the invigorating kick customers love but the acceptable limit for EWG verification is only 0.74%. While EWG Verified has set a low limit for the use of this ingredient in EWG Verified products, Dr. Bronner's Eucalyptus Liquid and Bar Soaps are safe to use as instructed.*

### **Product Images**

High-res photos of all of Dr. Bronner's products are available at:  
<https://www.drbronner.com/media-center/images/>

### **Manufacturer's Suggested Retail Price**

18-in-1 Pure-Castile Magic Soaps packaged in 100% PCR bottles: 2 oz. \$3.19; 3.4 oz. \$4.49; 8 oz. \$7.49; 16 oz. \$11.99; 32 oz. \$17.49; 1/2 Gallon \$33.99, 1 Gallon \$64.99;  
18-in-1 Pure-Castile Magic Soaps packaged in Refill Cartons: 32 oz. \$16.49  
All-One Pure-Castile Magic Bar Soaps: 5 oz. \$5.49

**Availability**

Dr. Bronner's Pure-Castile Magic Soaps are sold online at Dr. Bronner's web store: <http://www.drbronner.com>, as well as natural product retailers nation-wide in addition to many other grocers and retailers.

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**About Dr. Bronner's**

Founded in the U.S. in 1948, Dr. Bronner's is the top-selling brand of soap in the natural marketplace in North America and a leading mission-driven brand worldwide. The company is an independent, family-owned business based in California, committed to honoring the vision of founder Emanuel Bronner by making socially and environmentally responsible personal care and food products of the highest quality, and by dedicating profits to help make a better world. Dr. Bronner's commitment to social justice, environmental sustainability, and ethical business is part of the company's mission to put the "All-One" philosophy printed on the company's iconic soap labels into practice and integrate these ideals into all aspects of its operations. The company caps executive salaries at 5 times its lowest paid fully vested position and donates all profits not needed for business development. In 2024, Dr. Bronner's generated an estimated \$209 million in net revenue and gave an estimated \$8 million to charitable and activist causes. To-date Dr. Bronner's has donated over \$100 million since 1998, when leadership was transferred to the current generation who runs the company today. The company celebrated 75 years in business in 2023.

For further information, please visit: <https://www.drbronner.com>.