



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 Releases 2025 *All-One! Report***

### ***Annual Impact Report Documents Company's Commitment to Purpose and Community***

**VISTA, CA** – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, has published its eleventh annual *All-One! Report*. The brand's unique social responsibility and environmental impact report summarizes the company's philanthropic giving, activism, operations data, and other important company developments in 2024. To view the 2025 *All-One! Report*, visit: <https://www.drbronner.com/pages/all-one-report-2025>.

The introduction to this year's *All-One! Report* explores Dr. Bronner's namesake as a "Magic Soap" and what it means to Dr. Bronner's to be purpose driven in an era of increasing environmental destruction and exploitation of people, caused by the endless pursuit of power and profit for a few. Dr. Bronner's anchors its work and decision making in its commitment to the company's six cosmic principles, which is reflected throughout the 2025 *All-One! Report*, via data and statistics on its environmental footprint, employee benefits, and how its financial resources are distributed.

"When a business leads with integrity—prioritizing people, sustainability, and fairness—it can be transformative. It may take more care, more effort, and more intention—but it creates trust, connection, and lasting impact. In fact, the closer you look, the better you feel. That's the kind of magic we believe in. The kind worth seeking and demanding in today's world," write Dr. Bronner's Cosmic Engagement Officer (CEO), David Bronner and President, Michael Bronner in the introduction to the report.

Essays in the report, written by company employees, explore purpose-driven efforts undertaken last year, including: creation of a circular soap delivery program to further reduce packaging waste, alongside the company's Magic Soap Refill Cartons; education and women's health projects funded by fair trade premiums from Dr. Bronner's supply chains in India, Sri Lanka, Ghana and Ivory Coast; the company's growing number of Environmental Working Group Verified and Regenerative Organic Certified products; creation of a new Frontline Council, among Dr. Bronner's Production, Shipping and Receiving departments; and strategic projects underway to support and stand in solidarity with Dr. Bronner's olive oil supply chain partners in Palestine; as well as many other examples of how Dr. Bronner's deeply rooted mission drives the company today.

### **By the Numbers**

Dr. Bronner's *All-One! Report* details figures and statistics related to company finances, human resources, environmental impact, philanthropy, supply chain metrics from Dr. Bronner's fair trade and regenerative organic supply chains, and more. In sharing this information, the

company seeks to both document its progress and ongoing commitment to making the best possible products while modeling how it conducts business ethically.

Notable figures highlighted in Dr. Bronner's 2025 *All-One! Report* include:

- \$209.8 million – total revenue in 2024.
- \$27.28 – starting salary for full-time employees (approximately 70.5% higher than the California minimum wage).
- 2,515 – acres of dynamic agroforestry installed in 2024.
- 784,149 – number of trees planted in dynamic agroforestry systems.
- 18,122 – total number of smallholder farmers contributing to Dr. Bronner's fair trade and organic supply chains.
- \$8,137,797 – total USD given to charitable and activist causes in 2024.

### **Advocacy, Activism, and Philanthropy**

In 2024, the company gave away an estimated \$8.4 million in charitable contributions and sponsorships. This amounts to 4% of total revenue given to more than 200 organizations whose work advances animal advocacy, civil & human rights, community betterment & youth services, drug policy & criminal justice reform, and environment & regenerative organic agriculture, among other issue areas. The organizations Dr. Bronner's supported through philanthropic sponsorships and charitable giving last year are listed in the report, along with totals given to each cause.

The report also features a timeline of advocacy and activism projects the company participated in throughout 2024, including such highlights as: celebrating Trans Day of Visibility and launching a new funding program for Trans-led organizations (March); opening of the Dr. Bronner's Haus and Museum in Laupheim, Germany (May); signing the Global Plastic Treaty to address global plastic pollution (September); and company sponsorship of the Portland Psychedelics Symposium (October); among many others.

Furthermore, the report includes a summary Dr. Bronner's efforts since 2020 to provide soap and hand sanitizer to mutual aid organizations that serve seniors, people experiencing homelessness, frontline workers, low-income communities, and other marginalized groups. Recipients of Dr. Bronner's mutual aid donation program include community pantries and meal programs, free stores, shelters, and community outreach projects, just to name a few. Originally founded during the onset of the Covid-19 pandemic, the mutual aid program reflects the potential of communities to come together in times of crisis—a concept that aligns deeply with Dr. Bronner's approach to community building and creating meaningful, positive change. This program has provided nearly 250,000 units of hand sanitizer, and over 212,000 units of soap since its inception.

In addition to reporting on Dr. Bronner's giving and support for myriad activist and advocacy efforts in the U.S., the 2025 *All-One! Report* also provides an overview of the brand's international donations through Dr. Bronner's All-One International Initiative, a program that launched in two countries in 2019 and is now in its 7<sup>th</sup> year and operates in 14 markets, with more than \$238,710 donated outside the U.S. in 2024 and over \$1 million given to-date in the history of the program.

An archive of previous editions of Dr. Bronner's annual *All-One! Report* is available at: <http://www.drbronner.com/media-center/all-one-reports/>.

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### **About Dr. Bronner's**

Founded in the U.S. in 1948, Dr. Bronner's is the top-selling natural brand of soap 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 five 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 which runs the company today. The company celebrated 75 years in business in 2023.

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