



**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

FOR IMMEDIATE RELEASE.
17 July, 2025

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Revive Your Skincare Routine and Experience a Pure Clean with Dr. Bronner's All-One Magic Soap

Top-Selling Natural Brand of Soap Offers a Clean That Is More Than Skin Deep

LONDON, UK – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, is proud to offer nine scents of their pure castile All-One Magic Soap to refresh skincare routines for the summer season while providing a pure clean experience.

Dr. Bronner's signifies more than just removing dirt from the skin, it's a deep commitment to personal care that supports the health of both people and planet. From equitable supply chains to sustainable manufacturing and packaging, Dr. Bronner's creates products with certified organic, ethically sourced ingredients that are never harsh or harmful.

“For many years, OCADO have been passionate about supporting brands that put the planet first, giving customers the power to make more sustainable choices. Dr. Bronner's continues to be a trusted choice for customers who want effective, fair trade products that care for their skin and the planet,” said Jade Vincent, Senior Beauty Buying Manager at online retail grocery outlet Ocado.

But what does a pure clean really mean, and why don't other brands measure up?

Not All “Clean” Is Created Equal

Many conventional personal care products labelled as “clean” still contain synthetic preservatives, petroleum-derived ingredients, and artificial fragrances that can irritate the skin and harm the environment. These brands may prioritise aesthetics and shelf life over ingredient integrity, often masking their formulations with misleading buzzwords and greenwashing claims.

In contrast, Dr. Bronner's All-One Magic Soaps are made with plant-based ingredients. Each 100% post-consumer recycled plastic bottle contains a simple yet effective blend of certified organic coconut, olive, jojoba, hempseed, and palm kernel oils, combined with pure essential oils from organic and fair trade farms. There are no synthetic detergents, foaming agents, dyes, or petrochemicals, just a few simple ingredients in a gentle biodegradable formula that works for the skin and the earth. Dr. Bronner's range of All-One Magic Soaps include a variety of scents for every occasion, including:

Almond – Warm, comforting and slightly sweet, like marzipan or amaretto. Dr. Bronner's Almond All-One Magic Soap is concentrated, biodegradable, versatile and effective.

Baby-Mild – With no added fragrance and double the olive oil, Dr. Bronner's Baby-Mild All-One Magic Soap is good for sensitive skin and babies too. It's concentrated, biodegradable, versatile and effective.

Rose – Delicate and comforting, with a hint of sweetness, Dr. Bronner's Rose All-One Magic Soap has notes of lavender and bergamot, creating a warm, floral scent. Rose is known to soothe the body and mind, so is great to unwind with at the end of a long day.

Tea Tree – Woodsy and herbal, with notes of pine, Tea Tree is a therapeutic and cleansing scent. The antibacterial properties of Tea Tree mean this All-One Magic Soap is great for acne-prone skin.

Citrus – Fresh and bright with an energising, zesty blend of organic orange, lemon, and lime oils. Citrus revives the mind and is good for cleaning just about anything.

Peppermint – Our most popular scent, with a powerful, minty burst so pure it tingles! Scented with organic peppermint oil to cool skin, clean sinuses, and sharpen minds.

Lavender – Dr. Bronner's Lavender All-One Magic Soap is scented with pure lavender and lavandin oils sourced from Distillerie Bleu in Provence, France. They offer a rich, cultivated scent to calm the mind and soothe the body.

Cherry Blossom – Subtle scents of cherry and cherry blossoms—the smell of spring. Dr. Bronner's Cherry Blossom All-One Magic Soap is concentrated, biodegradable, versatile and effective. Made with organic and certified fair trade ingredients.

Eucalyptus – Earthy and warm, with a powerful menthol burst to clear congestion and focus the mind! Scented purely with organic eucalyptus oil, Dr. Bronner's Eucalyptus All-One Magic Soap is concentrated, biodegradable, versatile and effective.

Dr. Bronner's All-One Magic Soap, RRP: £9.99 for 240ml, available at drbronner.co.uk.

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Notes to Editors

Celebrity fans include Meghan Markle, Lady Gaga, Zoe Kravitz, Natalie Portman, Eva Mendes, Kate Hudson, Drew Barrymore, Bobbi Brown, Kristen Bell, and many more, as reported by various media outlets. To read quotes from high-profile fans of Dr. Bronner's, see: <https://info.drbronner.com/wp-content/uploads/2019/11/11-14-19-High-Profile-Praise-Celebrity-Users-FINAL.pdf>.

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 more information on Dr. Bronner's, please visit: <https://drbronner.co.uk>