



GO GREEN!

**YOUR NEW GUIDE FOR SIMPLE, GREEN LIVING
COMING OCTOBER 10, 2023**

IN *SOAP & SOUL*, LISA BRONNER, GRANDDAUGHTER OF DR. EMANUEL BRONNER, shares her tips and tricks for using Dr. Bronner's versatile products, the ups and downs of her own green journey, and memories from a family business that has been pioneering natural products for 75 years.

SOAP & SOUL BY LISA BRONNER

	UPC CODE	SIZE	SRP
		6 x 9"	\$27.85

THE SOAP WITH 18 USES? That's just for starters! Drawing from over twelve years of customer engagement on her *Going Green with Lisa Bronner* website, social media channels, and scores of customer emails, Lisa Bronner, granddaughter of Dr. Emanuel Bronner, shares what customers most want to know: how to use Dr. Bronner's versatile products and how to live a simple, practical low-tox life. Part Dr. Bronner's companion guide and part general green living how-to, Lisa shares the ups and downs of her own green journey, and memories from the Bronner family and business that has been at the forefront of the natural marketplace for nearly 75 years.

In addition to Lisa's oft-cited usages and dilutions for Dr. Bronner's products, the book will dive into such popular reader topics as hair washing, skin health, dog washing, laundry, carpet care, and conventional product replacement.

In *Soap & Soul*, Lisa will explore:

- How to use simple ingredients for personal and home care.
- The chemistry of cleaning—how soap works and why you can't mix cleaners.
- How to read ingredients and interpret product packaging, certifications, and claims.
- Why caring for our physical space & bodies benefits our mental and emotional well-being.



LISA BRONNER is Consumer Educator at Dr. Bronner's and Founder and Editor-in-Chief of "Going Green with Lisa Bronner." Dr. Bronner's is the top-selling natural soap brand in North America and a pioneer of organic body care and food products.