



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**

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## **Dr. Bronner's to Exhibit at National Hardware Show in Las Vegas with New Product Testing Station**

### ***Top-Selling Natural Brand Exhibits for 3<sup>rd</sup> Year at Booth #3418***

**VISTA, CA** – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, will exhibit at booth **#3418** at the National Hardware Show at the Las Vegas Convention Center, May 7<sup>th</sup> through 9<sup>th</sup>, 2019. New this year, Dr. Bronner's booth will have a newly designed product testing station with 3 test surfaces to demonstrate the functional difference between Dr. Bronner's Castile Liquid Soap, the #1 top selling natural soap in the U.S., and Dr. Bronner's Sal Suds, the #1 top selling All-Purpose Cleaner in the Natural Channel.

"The new testing station allows visitors to see and experience the effectiveness and diverse applications of our top selling home cleaning products, Pure-Castile Liquid Soap, and Sal Suds Biodegradable Cleaner," said Nicholas Canelake, National Account Manager with Dr. Bronner's. "We'll demonstrate cleaning with these products on various surfaces, including ceramic, hardwood, and tile, and discuss many additional uses in the home."

**WHAT:** Dr. Bronner's Unveils Newly Designed Product Testing Station

**WHERE:** National Hardware Show at Booth #3418  
Las Vegas Convention Center, May 7 – 9, 2019

*\*Media are encouraged to visit the testing station. To receive a press kit with complete information about Dr. Bronner's products, please contact Lauren Stansbury at [Lauren@drbronner.com](mailto:Lauren@drbronner.com).*

"These two products, our Pure-Castile Liquid Soap and Sal Suds Biodegradable Cleaner, alongside simple home cleaning staples like vinegar, club soda and baking soda, are all you need for a clean, green home, free of toxic chemical cleaners that are harmful to both our bodies and the environment," said Lisa Bronner, granddaughter of company founder Dr. Bronner, green living consumer advocate and author of the blog *Going Green with a Bronner Mom*.

Dr. Bronner's broad product line includes the iconic Pure-Castile Liquid Soap in 8 fragrances, Sal Suds Biodegradable Cleaner, as well as Pure-Castile Bar Soaps, and personal body care products such as lotions, balms, toothpaste and hand sanitizer. Known for their versatility, effectiveness and diverse uses, Dr. Bronner's products have strong appeal among consumers who seek products for green homes and selfcare, simple DIY cleaning solutions, and non-toxic biodegradable multi-purpose cleaners. Dr. Bronner's Pure-Castile Liquid Soap and Sal Suds

Biodegradable Cleaner can be used for laundry, dishes, mopping, upholstery, windows, kitchens and bathrooms, pets, natural pest control, and many other uses. Dr. Bronner's can replace multiple products in your cleaning cabinet. For more information about the diverse uses of Dr. Bronner's products, visit Lisa Bronner's blog *Going Green with a Bronner Mom*, at [www.LisaBronner.com](http://www.LisaBronner.com).

The leading industry trade show for the hardware and home improvement retail channel, National Hardware Show awarded Dr. Bronner's the "Retailers' Choice" award in 2017, identifying Dr. Bronner's as a must-have product to carry in hardware stores. In 2018 the National Hardware Show awarded Dr. Bronner's the first place "Gold" ranking in the show's "Homewares Award" category, in honor of Dr. Bronner's unique aesthetics, packaging and merchandising support, and overall value for consumers. Widely distributed in natural grocers and mass market retailers nationwide, Dr. Bronner's has also penetrated the Hardware & Home Channel successfully, with presence at Ace Hardware & True Value Cooperatives, and is currently working with several large chain retailers to gain deeper penetration into the channel.

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

Dr. Bronner's is a family business committed to honoring the vision of founder Emanuel Bronner by making socially and environmentally responsible 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 progressive business practices is part of the company's mission to put into practice the principles that inform the philosophy printed on the company's iconic soap labels written by founder Emanuel Bronner. The company is the top-selling natural soap maker in North America and a major brand worldwide. Based on 2018 sales, a bottle of Dr. Bronner's soap was sold, on average, every 2.2 seconds throughout the year. For further information, please visit: <https://www.drbronner.com/>