

For Immediate Release: February 2020

# How to Clean Teeth with Safe, Effective, and Organic Ingredients

## *Rethinking a Naturally Healthy Mouth with Organic Ingredients for World Oral Health Day*

According to the latest [Organic Beauty & Wellbeing Report](#) from the Soil Association Certification, sales of certified organic and natural beauty products have risen to an all-time high for the ninth year in a row.

The 2020 report reveals that the continuing rise in conscious consumerism, driven by the explosion of last year's environmental movement, has led to a record £106.4m total sales of certified organic and natural beauty products in 2019, a double-digit growth of 23% when compared to the total sales of £86.5m in 2018.

Demonstrating that the organic and natural sector is increasingly moving into the mainstream, research showed that 79% of consumers were more likely to buy an organic beauty product and 64% look for products with recyclable packaging as sustainability and ethical assurances are becoming more important and expected.

Ahead of World Oral Health Day on 20<sup>th</sup> March, perhaps it's time to ask: What's in your toothpaste? While increasing numbers of shoppers are clearly already incorporating organic and natural products into their daily routines, how many are extending this to their toothpaste choices? While most big-brand toothpastes contain parabens, detergents, preservatives and foaming agents, there are organic options such as Dr. Bronner's All-One Toothpaste that use safe, effective, natural ingredients to clean your teeth.

Certified Fair Trade, vegan and made with 70% organic ingredients, Dr Bronner's All-One Toothpaste helps whiten teeth, reduce plaque and freshen breath. The toothpaste contains no synthetic foaming agents such as Sodium Lauryl Sulfate, as well as no artificial colours, flavours, preservatives, or sweeteners. It's also fluoride-free, so ideal for those living in areas with fluoridated water or those who wish to reduce their fluoride intake.

Dr. Bronner's All-One Toothpaste contains hydrated silica and calcium carbonate that act as natural, gentle abrasives, while baking soda and potassium cocoate, blended with organic coconut oil, make for superb natural cleansers. Organic essential oils are used to provide the three different flavour options – Peppermint, Anise, and Cinnamon. Highly environmentally friendly, the products are wrapped in biodegradable and 100% post-consumer recycled plastic packaging.

### **Dr. Bronner's Toothpaste**

*Peppermint / Anise / Cinnamon*

£7.49 (140g)

Available at selected health shops retailers nationwide, and online at [www.drbronner.co.uk](http://www.drbronner.co.uk)



**About Dr. Bronner's**

Dr. Bronner's is a family run company whose mission is to make socially and environmentally responsible products of the highest quality, and dedicate profits to help make a better world. Now more than ever, it is vital for people to try and turn back the clock on global warming and help reduce the impact of humankind of the world around us; as Dr. Bronner's founder Emanuel Bronner stated; **'We're all one or all none! All-one!'**

### **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 the respected Swiss Certifier IMO. 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 labelled 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 labelled 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 independent audit for confirmation. Dr. Bronner's Castile Liquid and Bar 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.

### **Ends**

For further press information, images or samples please contact  
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### **Notes to editors:**

**Dr. Bronner's** is a family business committed to honouring 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. The company's commitment to 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. Bronner was a third generation soap maker who spent his life renouncing hate and war on a personal mission to unite mankind. His strong views and lectures landed him in a mental asylum in Chicago, but eight months later in 1948, Bronner escaped and continued with his message in California. During this time, he also began making peppermint liquid soap under the "Dr. Bronner's" brand. He gave the soap away during his talks but soon realised people were taking it without listening to him speak. As a result, he started writing his philosophy on the bottle in tiny script, which is still used on Dr. Bronner's packaging today. The company has grown to become 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.

**Healthy Sales Group** has been helping companies develop successful brands for the past ten years in the natural food environment. Working with many of the key brands in the sector, Healthy Sales Group has seen its activities develop significantly, not only in the health food trade, but also into mainstream grocery, where it has established links with all the major multiple retailers. For more information on Dr. Bronner's distribution partner, go to: <http://www.healthysales.co.uk>.