



MICHAEL BRONNER
President, Dr. Bronner's

“We want our soap to change the world.”

Michael Bronner is President of Dr. Bronner's, the top-selling natural brand of soaps in North America and producer of other organic body care and food products. He is a grandson of company founder, Emanuel Bronner, and a fifth-generation soapmaker. Under the leadership of Michael and his brother David, the brand has grown from \$4 million in 1998 to over \$129 million in annual revenue in 2019.

Michael and David established Dr. Bronner's as a sustainable leader in the natural products industry by becoming one of the first body care brands to formulate with hemp seed oil in 1999 and to certify its soaps, lotions, balms, and other personal care products under the USDA National Organic Program in 2003. Both actions resulted in high-profile litigation with government agencies, DEA and USDA respectively, that Dr. Bronner's ultimately won, cementing Dr. Bronner's activist orientation in the natural products marketplace.

Michael was promoted from Vice President to President in 2015. His first directive under his new title was to promote his brother David to CEO, defining the initials with an unconventional twist: Cosmic Engagement Officer. 2015 was a landmark year for the company: Dr. Bronner's launched its All-One Toothpaste, published its first official CSR report (the All-One Report), and updated its branding and labels to a slightly more polished “Old & Improved” look.

Since 2006, Dr. Bronner's has partnered with certified Fair Trade projects around the world to source all major ingredients, including olive oil from Palestine and Israel, coconut oil from Sri Lanka, peppermint oil from India, and sustainable palm oil from Ghana. Dr. Bronner's is now working to pilot its organic, palm, and mint oils to the new Regenerative Organic Certified (ROC) standard, and launched its first ROC product, Regenerative Organic Coconut Oil in 2020. ROC is an integrated, comprehensive program that

addresses soil health, animal welfare, and fair labor practices to advance sustainable and ecological alternatives to industrial agriculture. Furthermore, Dr. Bronner's is a founding partner in the Climate Collaborative, which leverages the power of the Natural Products Industry to compel action on climate change.

Michael has led the expansion of Dr. Bronner's sales overseas, including in Europe and the UK, the Middle East, Japan, Taiwan, South Korea, Hong Kong, Australia and Singapore, bringing the philosophy that guides Dr. Bronner's and its ethically driven products to the global marketplace. Under his leadership, sales in Japan, South Korea and other international markets have grown from less than 1% to over 20% of the company's total revenue.

After graduating from Brown University with a degree in English, Michael traveled the world extensively, studying in Ethiopia and teaching English language in Japan for three years. A philanthropist, activist, and active community leader, Michael is an advocate for many social and environmental justice causes advanced by the company, including Fair Trade, organic standards, animal advocacy and ocean conservation. He currently sits on the San Diego District Export Council, where he counsels businesses on export processes, commerce education, and advises per his expertise in international trade.

He was born in Los Angeles, California in 1975. He lives in Carlsbad, California with his wife Erin and their children Eli and Alora.

MIKE BRONNER IS AVAILABLE FOR INTERVIEW

Interview Angles And Talking Points

- **Over 150 years of family soap-making history:** Dr. Bronner's began in the U.S. in 1948; founder Emanuel Bronner's German-Jewish family began making soap in 1858.
- **Top-selling natural brand of liquid and bar soap in the U.S.:** Dr. Bronner's has grown from \$4 million in annual revenue in 1998, to over \$129 million in annual revenue in 2019.
- **Modeling progressive business practices:** Total compensation of Dr. Bronner's highest-paid employees and executives is capped at five times that of the lowest-paid position. The company also provides full health benefits and profit sharing bonuses.
- **Michael's father, Jim Bronner, invented fire fighting foam and “snow foam” used on movie sets:** Dr. Bronner's uses a similar formula today for the firetruck and mobile shower trailer, “Dr. Bronner's Magic Foam Experience” that operates at pride parades, mud-runs and music festivals across California.
- Dr. Bronner's donates millions of dollars each year to support progressive causes, such as:
 - **Regenerative Organic Agriculture:** Dr. Bronner's is taking a lead role in the development and piloting of Regenerative Organic Certification. The company has also pledged over \$2 million since 2018 to support a variety of organizations and efforts working to promote regenerative organic agriculture to increase soil health and mitigate climate change.
 - **Fair Trade:** Dr. Bronner's is committed to sourcing raw materials from fair trade projects around the world that ensure a fair price, living wage and community infrastructure that benefits an estimated 25,000 farmers, workers, and their families around the world. Dr. Bronner's also works to catalyze policy change and grow public awareness on the importance of organic agriculture and fair trade models.
 - **Sustainable Palm Oil:** Used in Dr. Bronner's bar soaps, this ingredient comes from a fair trade and organic palm project in Ghana, that Dr. Bronner's runs. This palm oil does not contribute to habitat loss for orangutans and other endangered species in areas of the world where rainforests are indiscriminately destroyed for palm production.
 - **Animal Advocacy:** A core focus of Dr. Bronner's advocacy and social & environmental justice work is supporting leading animal advocacy organizations. Under Michael's leadership, Dr. Bronner's supports ocean conservation organization Sea Shepherd. In 2017, the company donated a ship to their fleet, the MV Emanuel Bronner. Further, the company has donated over \$3 million since 2013 to organizations working to reduce the suffering of farmed animals, protect wildlife, and transition to healthier and more sustainable food systems.
 - **Drug Policy Reform:** Dr. Bronner's works with organizations and campaigns across the U.S. to alleviate the worst harms of prohibition and create safe legal access to cannabis and psychedelics for patients and responsible adults.

A bottle of Dr. Bronner's Pure-Castile Soap is sold worldwide every 2.04 seconds.



Dr. Bronner's is the top-selling soap in the U.S. natural marketplace. Synthetic preservatives? Harsh detergents? None! Effective, ecological, vegan and cruelty-free. Made with organic oils, Dr. Bronner's is the very best soap for body, home and Earth. Clean body-mind-soul-spirit instantly uniting One! For we're All-One or None! All-One!

DR. BRONNER'S MISSION STATEMENT

Dr. Bronner's is a family business committed to honoring the vision of our founder Dr. E.H. Bronner by making socially and environmentally responsible products of the highest quality, and by dedicating our profits to helping make a better world. "All-One!"

RECENT MEDIA COVERAGE



To arrange an interview with Michael Bronner, please contact:

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www.drbronner.com

