



**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

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Dr. Bronner's Supports and Aligns with Sea Shepherd "All-One!" in Protecting Our Oceans



In 2017, Dr. Bronner's was proud to donate a new ship to the Sea Shepherd organisation, the MV Emanuel Bronner, to support wildlife protection in the Baltic Sea. Dr. Bronner's believes there is an the urgent need to protect our oceans with bold and decisive commitment and action. This is the foundation for why the brand aligns with and supports Sea Shepherd, the international direct-action oriented marine conservation organization.

This urgency has been brought to light most recently in the Netflix documentary, Seaspiracy which reveals the work Sea Shepherd is conducting around the world to safeguard the biodiversity of our delicately balanced ocean ecosystems.

Some years ago, Dr. Bronner's started supplying Sea Shepherd missions and campaigns around the world with soap and coconut oil for their crew to use while at sea. When Sea Shepherd Germany wanted to purchase a small vessel to campaign in the Baltic Sea to protect harbour porpoises, Dr. Bronner's agreed without hesitation. The money was donated, the ship was bought and renovations began on what has become the MV Emanuel Bronner, named after the founder of Dr. Bronner's.

Dr. Bronner's President, Mike Bronner and grandson of Emanuel Bronner says "The more I've gotten to know the amazing individuals involved in this organisation, the more I've understood that the soul and mission of Dr. Bronner's and Sea Shepherd is "All-One!" Motivated by a mutual concern and compassion for the environment and wildlife, both organisations hold a deep belief in the power and responsibility of individuals to take direct action to right the wrongs of the world."



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Dr. Bronner's has ran its broader philanthropy program to support efforts to end the exploitation and suffering of animals used for food for eight years now. The company makes this commitment alongside their other core causes including regenerative organic agriculture, criminal justice reform, drug policy reform, fair trade & fair pay and community initiatives. By the end of 2020, Dr. Bronner's donated over \$3 million since 2013 to a variety of leading organisations that are working to expose and reduce the suffering of animals while advocating for healthier and more sustainable food systems. In the UK this includes leading anti-factory farming organisation, Compassion in World Farming and animal rights organisation, Surge.

“The primary objectives of our animal advocacy giving program are to address the suffering of farmed animals, promote plant-based diets, protect wild ecosystems and marine life and advance a greater understanding of animal rights in the US and around the world” said Dr. Bronner's CEO, David Bronner.

www.drbronner.co.uk

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About Dr. Bronner's

Dr. Bronner's Founded in America in 1948, Dr. Bronner's is the top-selling natural brand of soap in North America and a leading 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 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 “All-One” philosophy printed on the company's iconic soap labels. The company caps executive salaries at 5 times its lowest paid fully-vested position and donates all profits not needed for business development to causes and charities it believes in. Dr. Bronner's generated over \$190 million in revenue in 2020, and donated 40% of profits to activist and charitable efforts, totaling 8.6% of revenue. A bottle of Dr. Bronner's soap was sold, on average, every 1.51 seconds last year, and a bar of Dr. Bronner's soap was sold every 2.83 seconds.

For further information, please visit: <http://www.drbronner.com>.