



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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CONTACT: stephanie@thespaprcompany.com

Get Outdoors! 'Earth Soap' Campaign Highlights Dr. Bronner's Safe, Effective, and Biodegradable Personal Hygiene Products

Top-Selling Natural Soap Brand Launches Campaign to Highlight Best Practices for Travelers and for Use Outdoors

London, UK – Dr. Bronner's, the family-owned maker of the top-selling natural brand of soap in North America and other organic certified and fair trade certified personal care products, is launching its "Earth Soap" marketing campaign to encourage best practices for hygiene and personal care when traveling and exploring nature and the great outdoors. Known for its iconic biodegradable soaps, Dr. Bronner's creates concentrated, plant-based, multi-use personal care products that are non-toxic, effective, and safe for families and the Earth. As people are considering seasonal trips and outdoor adventures, Dr. Bronner's products promote personal hygiene to keep clean and healthy whatever the activity or destination, all while respecting the planet and delicate ecosystems.

"'Treat the Earth Like Home' is one of our six Cosmic Principles derived from the ethos of my grandfather that guide the decisions we make as a company, defining our most important relationships, from soapmaking to peacemaking," says Michael Bronner, President of Dr. Bronner's and grandson of founder Emanuel Bronner. *"This principle advises our environmental philosophy, in that we make sure that through processes by which we make our products sustainable, biodegradable, and recyclable is respectful of the Earth's resources and that we are mindful with how we use those resources and do our best to leave no trace. What comes from the Earth must go back!"*

Based in Southern California and distributed in more than 40 countries worldwide, the company is committed to honoring the vision of its founder, Emanuel Bronner, by continuing to make socially and environmentally responsible products of the highest quality, in a factory that is 100 percent powered by renewable energy, including through on-site solar panels. As part of the company mission, all profits not needed for business are dedicated to progressive causes and charities. Through its website, social media, and retail spaces (where possible), Dr. Bronner's will be encouraging safe and responsible travel and recreation in the outdoors while sharing the many multi-use tips for the soaps and its other products in an environmentally-friendly way.

Throughout the company's history, travelers, backpackers and outdoor enthusiasts have been known to take the multi-use soap on trips and long hikes outdoors because of its safe, effective, and biodegradable ingredients. This positive reputation in America is so well-established that the U.S. National Park Service mentions Dr. Bronner's as the only brand of soap recommended on a packing list for those who are planning to explore the Grand Canyon National Park, one of the most significant natural wonders in North America.

"Safely enjoying nature means respecting the balance of the environment," says Cliff Moss of Healthy Sales Group, Dr. Bronner's exclusive distributor in the UK. *"Whether you are exploring the Lake District here in the UK or somewhere closer to your community, experiencing the elements may require cleaning up throughout and after. The integrity of Dr. Bronner's products is built in*

throughout its plant-based supply chain, so nature lovers can explore the outdoors fully with a clean conscience.”

In the UK, Dr. Bronner’s is offering a free Humble Bamboo Toothbrush with the purchase of the new Dr. Bronner’s Spearmint All-One Toothpaste throughout the ‘Earth Soap’ campaign. The UK site also ran a promotion offering a free reusable chico bag for customers on orders over £25 to celebrate International Plastic Bag-Free Day on the 3rd of July.

Dr. Bronner’s sources all of its major raw materials for its biodegradable, non-synthetic products from certified organic and fair trade projects around the world, supporting thousands of smallholder farmers, including from Ghana (palm oil), Palestine and Israel (olive oil), Sri Lanka (coconut oil). The company’s commitment to its fair trade and organic supply chain is demonstrated through working directly with the farmers to increase knowledge and skills for implementation of regenerative organic agriculture, which are carbon-sequestering farming practices such as minimal tillage, diverse crop rotation, composting, and cover cropping – while supporting the wellbeing and economic vitality of their communities.

Dr. Bronner’s at a glance

- Family soapmakers since 1858
- Best-selling natural cosmetics in the USA
- Certified according to the strictest criteria within the natural cosmetics industry
- Fairly traded organic oils used
- Free from synthetic preservatives, petrochemicals, synthetic foaming agents or thickeners
- Vegan (excluding lip and body balms, containing sustainable beeswax)
- Recyclable packaging
- No animal testing
- A third of all profits are donated to support social and ecological charity and advocacy

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 labeled 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 labeled 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.

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Founded in the U.S. in 1948, Dr. Bronner's is the top-selling natural brand of soap in North America and is a leading brand worldwide. The company produces a variety of natural body care and food products and 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 on Dr. Bronner's, please visit: <http://www.drbronner.co.uk>.