



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

Back to College with Dr. Bronner's 18-in-1 Pure-Castile Soap!
With More Than 18 uses, It's The Perfect Product for College Students

As students prepare to return to college campus later this month and with many leaving home for the first time, Dr. Bronner's, the organic and fair trade certified personal care range, has the perfect product for college students in the form of its **18-in-1 Pure-Castile Soap**, an essential pack for any cleaning task this back to college season!

A must-have in any busy college household, the Dr. Bronner's 18-in-1 Pure-Castile Soap is concentrated, biodegradable, versatile, and effective. From cleaning the floors, to washing laundry, to washing in the shower, and more, the **Dr. Bronner's 18-in-1 Pure-Castile Soap (€10.95 236ml)** is ideal for any college student. Save the stress of cleaning with an all in one bottle of magic! Made with organic and certified fair-trade ingredients, this multi-purpose soap is suitable for just about any cleaning task from the body to the floors!

Packaged in a 100% post-consumer recycled bottle that is also recyclable, this liquid soap is available in a variety of scents including Unscented Baby Mild and eight scents, including Peppermint, Lavender, Green Tea, Eucalyptus, Citrus, Almond, Rose, and Tea Tree. Some of the 18 uses include;

- **Household Tasks** – Cleaning floors, windows, kitchen and bathroom.
- **Body Wash** – Perfect for the shower and bath
- **Stain Remover** – lather one or two drops of soap on a sponge.
- **Dishwashing Liquid** – for those on clean up duty, citrus scent recommended.
- **Laundry Handwash** – washing clothes, home fabric items.
- **Make Up Brush Cleaner** – Perfect for cleaning cosmetic, make-up brushes.

Check out the full 18-in-1 uses and information on how to dilute:

<https://www.drbronner.com/all-one-blog/2017/06/dilutions-cheat-sheet-dr-bronners-pure-castile-soap/>

Dr. Bronner's Pure-Castile Soap is also available in an **All One Pure-Castile Bar Soap (€6.95 – 5oz)** perfect for the college gym bag.

In addition to the 18-in-1 Pure-Castile Soap, the **Dr. Bronner's Organic Hand Hygiene Spray (€6.95 – 60ml)** in either Peppermint or Lavender are an excellent and efficient hygiene addition for students on the go. The spray contains the active ingredient, ethyl alcohol, which is 99.9% effective against germs, and allows students to sanitise more than just their hands. If they need to sanitise their lecture desk, perfect for the bus or train when traveling home the weekends, they can just spray and wipe! Organic glycerin, which naturally draws moisture into the skin, is added to the hand spray rather than synthetic petrochemical thickeners, leaving a smooth after-feel that is not sticky or drying.

The Dr. Bronner's range is stocked in health stores and selected pharmacies nationwide and can also be purchased online at www.drbronner.ie

Website: www.drbronner.ie

Instagram: /drbronnerireland

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NOTES TO EDITORS:

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.

About Dr. Bronner's

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.