



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

Celebrate Fair Trade Month this October with Dr. Bronner's

This October, change up your personal care regime and celebrate Fair Trade Month with organic and fair trade personal care brand, Dr. Bronner's. Partnering with certified organic and certified fair trade producers to build equitable supply chains to source its plant-based ingredients while supporting healthy communities, Dr. Bronner's use certified organic and certified fair trade for all major raw materials used in its personal care range, including multi-purpose soaps, body lotions, balms, hand hygiene sprays, and more.

Fair Trade is a movement that empowers farmers to organize and earn a livelihood within the highly competitive global marketplace. Through organising, farmers are able to tend to what matters most—their family, communities, and the environment. Through organic and regenerative farming practices, small-scale farmers are able to feed 80% of the world's people on just a fraction of the land.

Dr. Bronner's partners with these producers on organic development, training, and restoration projects to build supply chains that are more fair and help to sustain the planet. Small-scale farmers supported through fair trade who are using regenerative organic agriculture practices have been shown to help reverse the trends of climate change. That's why supporting farmer organizations and the companies who partner with them is more important than ever.

By highlighting Fair Trade Month, Dr. Bronner's hopes to educate not only about the integrity of its products, but to focus on how by fairly and equitably supporting the livelihoods of fair trade producers who use regenerative organic agriculture practices, we can collectively reduce carbon from the atmosphere and sequester it back into the soil.

The Dr. Bronner's product range contains no synthetic foaming agents, thickeners, preservatives, dyes, or whiteners and is made with certified fair trade and organic ingredients sourced from fair trade projects around the world such as in Ghana (palm oil), Palestine (olive oil), Israel (olive oil), Pavitramenthe, (peppermint oil), and Sri Lanka (coconut oil).

This World Fair Trade Month, be kind to yourself while also supporting farmers and workers across the globe with Dr. Bronner's range, which includes hand soaps, lip balms, body lotions, sanitizers, and more. The Dr. Bronner's range is available in health stores and selected pharmacies nationwide and from www.Dr.Bronner.ie

Dr. Bronner's All-One Toothpaste – Spearmint - €9.50

The latest addition to the Dr. Bronner's range, the All-One Spearmint Toothpaste is made with organic spearmint oil and organic menthol crystals, and delivers a long-lasting mellow-minty-fresh-clean feeling. Made with 70% organic ingredients, including fair trade and organic coconut oil and organic coconut flour which aid as a natural polisher, Dr. Bronner's All-One Spearmint Toothpaste is certified vegan, fluoride-free and contains no synthetic foaming detergents or synthetic flavors. This simple, yet effective, toothpaste stimulates mouth, teeth, gums and tongue, leaving them fresh and clean. Made in a 100% recyclable box and tube, the toothpaste is available in peppermint, cinnamon, spearmint and anise flavors.

Dr. Bronner's Peppermint Organic Hand Hygiene Spray - €6.95

A home and hand-bag essential that can be used on-the-go, on buses and trains to help combat cold and flu season. The organic and fair-trade peppermint oil in this new product is sourced from Pavitramenthe, Dr. Bronner's partner in Bareilly, India, where more than 1,500 farmers utilize regenerative organic agriculture practices.

The Peppermint Organic Hand Hygiene Spray contains the active ingredient, ethyl alcohol, which is 99.9% effective against germs, while the peppermint oil leaves behind an uplifting scent. 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. Dr. Bronner's Organic Hand Hygiene Spray is also available in a calming lavender scent.

Dr. Bronner's Pure 18-in-1 Pure-Castile Soap – Almond – 236ml - €10.95

Warming to the senses and gentle on the skin, Dr. Bronner's Pure-Castile Almond Liquid Soap is a must have winter essential. Concentrated, biodegradable, versatile and effective, the Dr. Bronner's Pure-Castile Liquid Soaps are made with certified organic and certified fair trade ingredients. Bright and sweet almond scents are a multi-tasking indulgence that come with a clean conscience. Packaged in a 100% post-consumer recycled bottle that is also recyclable, this liquid soap can be used for almost any cleaning task with 18-in-1 uses, and more!

Dr. Bronner's Pure-Castile Liquid Soaps are available in Unscented Baby-Mild and nine scents, including Peppermint, Lavender, Green Tea, Eucalyptus, Citrus, Almond, Cherry Blossom, Rose, and Tea Tree. Dr. Bronner's Pure-Castile Soap is also available in an **All-One Pure-Castile Bar Soap (€6.95)**.

Dr. Bronner's Organic Hand and Body Lotion – Lavender and Coconut 236mls - €14.50

Dr. Bronner's Organic Hand and Body Lotions are made with certified organic oils, free of synthetic ingredients and preservatives, and are gentle enough to be used anywhere - hands, face, or body. With organic jojoba oil to moisturise dry skin, the Dr. Bronner's Organic Hand and Body Lotions also contains organic coconut oil, which assists with absorption, while organic hemp and avocado oils help keep skin smooth and supple. Blended with pure organic lavender and lavandin essential oils, this lavish lotion is the perfect treat for the hands and body.

Dr. Bronner's Whole Kernel Organic Virgin Coconut Oil (VCO) - €14.95

Dr. Bronner's Organic Virgin Coconut Oil is expeller-pressed from the fresh, carefully dried coconut kernel, which gives it a mild, delicious aroma. Versatile and healthy, VCO can be used for stir-frying, soups, sauces, baking, deserts, and body care.

Dr. Bronner's Organic Virgin Coconut Oil is produced through Serendipol in Sri Lanka's Coconut Triangle region. Serendipol was founded as Dr. Bronner's sister company as an ongoing effort to create a cleaner supply chain by sourcing all of their major raw ingredients from fair trade sources. Through Dr. Bronner's coconut oil supply chain, Serendipol has helped convert more than 500 growers to organic practices, thereby improving soil fertility and increasing yields. The production staff has grown to 160 workers who enjoy working conditions and compensation uncommon in the industry. Serendipol also has a fair trade fund set up to support welfare improvements determined by the community to address their needs, such as access to schools, health care, and running water.

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

For further information please contact:

Ian Collins - Presence PR - iancollins@presence.ie 0877497351

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.