



**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

Fair Trade Love This Valentine's Day with Dr. Bronner's

Love is in the air and why not share some 'All-One' fair trade love this Valentine's Day with Dr. Bronner's, the organic and fair trade personal care brand. Made with organic and certified fair trade ingredients, the Dr. Bronner's Ireland team have chosen a selection of their most popular scented products for this time of year, whether it's a thoughtful gift for a special someone, a token for a friend, or for some well-deserved self-care.

Loved by celebrities such as Sandra Bullock, Drew Barrymore, Lady Gaga and Jason Mraz, the Dr. Bronner's range of Rose, Lavender, Peppermint products, and of course, the newest scent of Cherry Blossom, are the ultimate Valentine's Day treat for the skin while also showing some love to the planet, too.

Scented with essential oils, the Dr. Bronner's range is perfect for cleansing the face, body, and hair, ensuring the skin is taken care of this Valentine's Day, all available to purchase from www.drbronner.ie.

Dr. Bronner's 18-in-1 Hemp Pure-Castile Soap in Rose, Lavender or Cherry Blossom - 240ml - €10.95

The Dr. Bronner's 18-in-1 Hemp Pure-Castile Soap is concentrated, biodegradable, versatile and effective. Made with organic and certified fair trade ingredients, fresh floral Rose, soothing Lavender, or sweet Cherry Blossom are a multi-tasking indulgence that comes 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.

Dr. Bronner's Lavender Organic Sugar Soap – 355mls - €14.50

The Dr. Bronner's Organic Sugar Soaps are smooth and luxurious with no synthetic detergents or preservatives, and are certified organic and certified fair trade and are available in the scents of Lavender and Peppermint. Extracting organic shikakai in organic sugar and organic grape juice, the Dr. Bronner's Organic Sugar Soap combines it with the unsurpassed pure-castile liquid soap base for a rich, emollient lather and a moisturizing after feel.

Dr. Bronner's Cherry Blossom Organic Lip Balm – RRP - €4.95

For Dr. Bronner's Organic Lip Balm, only the finest essential oils are used for fragrance and the balm is certified organic. A handbag and pocket essential, the Dr. Bronner's Cherry Blossom Organic Lip Balm includes a combination of organic certified avocado, jojoba, and hemp oils, with organic beeswax to help transform strained, chapped lips into fresh lips.

With the light, naturally-scented flavour of cherry blossom, heal cracked fingertips, dab around the eyes, keep brow hairs in place, and add moisturising Cherry Blossom



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essence anywhere on the skin. Dr. Bronner's Organic Lip Balm is also available in Peppermint.

Dr. Bronner's All-One Hemp Pure-Castile Bar Soap in Rose or Lavender – €6.95

In choosing the Rose Pure-Castile Bar Soap for its floral and fresh scent or the Lavender, made with pure lavender and lavandin organic essential oils to calm the mind and soothe the body, Dr. Bronner Pure-Castile Bar Soaps are the perfect treat for the skin. The formula is made with certified fair trade and certified organic ingredients, with no synthetic preservatives, detergents, or foaming agents. Organic hemp oil ensures a soft, smooth lather that won't dry out the skin. This soap is 100% biodegradable and packaged in 100% post-consumer recycled wrapper, caring for the planet, too!

For a fresh scent that men may also enjoy, the Dr. Bronner's Peppermint range includes;

Dr. Bronner's Organic Peppermint Shaving Soap – 208mls - €14.50

Sensitive skin? The Dr. Bronner's Organic Shaving Soaps are great for those on the go, as the great lather and moisturising qualities make it a quick and easy shave while also being kind to skin! Squirt a little bit of shaving soap onto hands and rub them together for a good lather, apply to face and continue to rub soap into skin and hair, enhancing the lather and preparing skin for a good, clean shave. Made with certified fair trade and organic ingredients, Dr. Bronner's Organic Peppermint Shaving Soap works best right out of the shower, when skin is moist and hairs are soft.

The Dr. Bronner's Organic Shaving Soap is also available in the scents of Tea Tree, Lavender, Lemongrass Lime, and Baby Unscented.

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

Fresh and bright with invigorating fair trade and organic certified peppermint oil, the Dr. Bronner's original peppermint scent is a fan favourite. Dr. Bronner's 18-in-1 Pure-Castile Liquid Soaps are great for just about any cleaning task which means people can not only use it on themselves and around the house, but can also clean the car or even some muddy football boots, too. Dr. Bronner's 18-in-1 Pure-Castile Liquid Soaps are made with no synthetic preservatives, detergents or foaming agents.

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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High res imagery available from the following Dropbox

link: https://www.dropbox.com/sh/swlyzes7qega8br/AADh5zRLbvyXPeUzxKx_Eq94a?dl=0

For further information please contact:

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

Notes to Editors

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 in 2020, and a bar of Dr. Bronner's soap was sold every 2.83 seconds.