



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

Mother's Day Love with Dr. Bronner's Show All-One Love with a Range of Dr. Bronner's Soaps, Lip Balms, and more!

With Mother's Day around the corner, organic and fair trade personal care brand, Dr. Bronner's has chosen a range of gift ideas from its Cherry Blossom and Baby-Mild range, to help show the mother figure in your life how much she means to you.

Made with organic certified and fair trade certified ingredients, treat your mum to some relaxation and stress-free time with Dr. Bronner's products, which are available to purchase now from www.drbronner.ie, and at selected pharmacies and health food stores nationwide.

As the perfect delight this Mother's Day, enchant the senses with the gentle, bright, floral scent of Cherry Blossom. Dr. Bronner's Cherry Blossom range is a bath and handbag essential for busy mums. For those with sensitivities, the Dr. Bronner's Baby-Mild range is nourishing and hydrating to the skin, containing no fragrance, and ideal for new mums and little ones, alike!

Dr. Bronner's products are loved by mums such as Meghan Markle, Sandra Bullock, Drew Barrymore, and many more. This Mother's Day, treat a loved one to the Dr. Bronner's range which includes:

Dr. Bronner's 18-in-1 Pure-Castile Liquid Soap in Cherry Blossom or Baby-Mild (59ml, 236ml, 472ml, 946ml) – RRP – from €3.95

Perfect for a bubble bath this Mother's Day, Dr. Bronner's 18-in-1 Pure-Castile Liquid Soap is a combination of organic and fair trade certified coconut, olive, and hemp oils which have been refined with the soft aroma of Cherry Blossom. Face, body, hair, and more, Dr. Bronner's Pure-Castile Soaps are the very best for human, home, and Earth! Concentrated, biodegradable, versatile, effective, and packaged in 100% post-consumer recycled bottles, enjoy the scent of Cherry Blossom all year round!

Ideal for new mums with sensitive skin, the Dr. Bronner's 18-in-1 Baby-Mild Pure-Castile Liquid Soap is great for just about any cleaning task. Parents can use it on the kids and also around the house to clean up any spills and messes, this less-stress multi-use product is the ideal soap to use for any busy mum. Made without synthetic preservatives, artificial scents, detergents, or foaming agents, the Baby-Mild range is perfect for those with sensitive skin or allergies.

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

Dr. Bronner's Organic Lip Balm in Cherry Blossom or Baby-Mild – RRP - €4.95



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A handbag and pocket essential for mums on the go, the Dr. Bronner's Cherry Blossom Organic Lip Balm, has the light and naturally-scented flavour of Cherry Blossom which includes a combination of organic certified avocado, jojoba, and hemp oils with the finest organic beeswax to help transform strained, chapped lips into fresh lips, ready for spring.

The Dr. Bronner's Baby-Mild Organic Lip Balm provides a protective barrier to the elements without any synthetic ingredients, and relieves dry lips or moisturises and protects dry hands and feet.

Dr. Bronner's Baby-Mild Organic Sugar Soap - 355ml - €14.50

A treat for the hands, the Dr. Bronner's Baby-Mild Organic Sugar Soap is a gentle cleanser for the entire body without synthetic detergents or preservatives. Extracting organic shikakai in organic sugar and organic grape juice, the Dr. Bronner's Baby-Mild Organic Sugar Soap combines the teas with the unsurpassed pure-castile liquid soap base for a rich, emollient lather and a moisturising after-feel.

Dr. Bronner's Baby-Mild Organic Magic Balm – 60g - €14.50

The perfect all-one product for a busy mum, the Dr. Bronner's Baby-Mild Organic Magic Balm is made from a soothing blend of organic beeswax, organic coconut, organic avocado oil, organic jojoba oil, and organic hemp oil providing a soothing quality on the skin, perfect to use after showering/bathing with the Dr. Bronner's Baby-Mild or Cherry Blossom soap, as it restores and moisturises skin without being greasy.

Perfect for sensitive skin, the Dr. Bronner's Baby-Mild Magic Balm also has at least eight uses including: moisturising dry or chafed skin, defining unruly eyebrows, styling beards or moustaches, can also be used as an eye cream, tame flyways, helping to prevent nappy rash, soothing irritated red crease lines on babies arms and knees, and healing recent tattoos.

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

About Dr. Bronner's



DR. BRONNER'S
ALL-ONE!

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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 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 personal care and food 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 nearly \$170 million in revenue in 2021 and donated an estimated one third of profits to activist and charitable efforts. A bottle of Dr. Bronner's soap was sold, on average, every 1.7 seconds last year, and a bar of Dr. Bronner's soap was sold every 2.8 seconds. For more information, please go to: <http://www.drbronner.com>