



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

## **Dr. Bronner's Launches New Spearmint All-One Toothpaste**

*Delivers Mellow-Minty Spearmint Taste to Help Freshen Breath, Whiten Teeth, and Reduce Plaque*

Fair trade and personal care brand **Dr. Bronner's** has launched a new variety of its All-One Toothpaste. The new **Dr. Bronner's All-One Spearmint Toothpaste** is made with organic spearmint oil and organic menthol crystals, the latest addition to the **Dr. Bronner's All-One Toothpaste** range delivers a long-lasting mellow-minty-fresh-clean feeling.

Helping freshen breath, whiten teeth, and reduce plaque, the **Dr. Bronner's All-One Spearmint Toothpaste** is made with 70% organic ingredients, including fair trade and organic coconut oil and organic coconut flour which aid as a natural polisher. Certified vegan, fluoride-free, the **Dr. Bronner's Spearmint All-One Toothpaste** contains no synthetic foaming detergents such as sodium lauryl sulphate, or synthetic flavors. Hydrated silica and calcium carbonate act as gentle abrasives, organic aloe juice helps soothe gums, and organic spearmint oil and organic menthol crystals provide a refreshing, mint flavour.

Designed and packaged to be entirely recyclable including the tube, cap, and box, the newest addition to **Dr. Bronner's** product family, Spearmint All-One Toothpaste is available along with the favourite flavour Peppermint.

**Dr. Bronner's All-One Spearmint Toothpaste** is available in health stores and selected pharmacies nationwide and can also be purchased online at [www.drbronner.ie](http://www.drbronner.ie)

Website: [www.drbronner.ie](http://www.drbronner.ie)

Instagram: /drbronnerireland

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### **NOTES TO EDITORS:**

**Ingredients of Dr. Bronner's Spearmint Toothpaste:** Glycerin\*, Aqua, Silica, Hydrated Silica, Calcium Carbonate, Xanthan Gum, Sodium Bicarbonate (Baking Soda), Potassium Cocoate (Saponified Coconut Oil\*‡), Mentha Viridis Leaf Oil (Spearmint Oil\*), Sodium Sulfate, Cocos Nucifera Fruit Powder (Coconut Flour\*), Citric Acid, Stevia Rebaudiana Leaf Extract (Stevia\*), Aloe Barbadosensis Leaf Juice Powder (Aloe\*), Tocopherol (Vitamin E), Cocos Nucifera Oil (Coconut Oil\*‡), Menthol\*, Helianthus Annuus Seed Oil (Sunflower Oil), Limonene◇

(\* Certified Organic Ingredients ‡ Certified Fair Trade Ingredients ◇ From Pure Essential Oils)

Contains Menthol and Eucalyptol

### **More Sustainable Materials**

Dr. Bronner's Toothpaste is packaged in tubes made of high density polyethylene (HDPE) plastic, 33% of which is bio-based plastic made from sugarcane—a more sustainable alternative to virgin petroleum-based plastics. The entire package, including tube, cap and box, is designed to be entirely recyclable.\* The tubes have been third party tested to meet the Association of Plastic Recyclers' (APR) critical guidance requirements for recyclability. The boxes used to package Dr. Bronner's Toothpaste are made from 100% recycled paper, with a minimum of 35% post-consumer recycled

(PCR\*\*) fiber. The remaining 65% of the fiber used in these boxes is post-industrial recycled (PIR\*\*\*) material.

\*Ability to recycle packaging depends on the varied recycling capabilities of different municipal localities and facilities.

\*\*Post-Consumer Recycled (PCR) means the material has already been through a consumer use cycle and processed by a municipal recycling facility, such as when paper or cardboard is put into a home recycling bin at home and then put out to the curb for recycling pick-up.

\*\*\*Post-Industrial Recycled (PIR) is considered “recycled” in industry terms, and means that the material has not necessarily already been used by a consumer. An example of post-industrial waste would be if a paper mill that produces both virgin paper and recycled paper has scrap fibers from their manufacturing process that they then capture and rework into recycled paper, rather than dispose as industrial waste.

### **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.