



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

For immediate release: October 2020

Lavender Leads the Way When It Comes to Keeping Clean

Ahead of the Holidays, Dr. Bronner's Shares Its Best-Selling Products in the UK

In 2020 – the year of COVID-19 - cleanliness and hand hygiene has never been more important. With consumers more conscious than ever of their hygiene products, there is a larger emphasis on ethically sourced products, sustainable ingredients, and ecological packaging. US-based [Dr. Bronner's](#), maker of the top-selling natural brand of soap in North America, has seen a huge increase in demand for its personal care products made with organic certified and fair trade certified ingredients.

Nearing the end of the 2020, Dr. Bronner's UK sales team has released the statistics showing UK consumer habits over the last year, including the brand's best-loved items for UK shoppers.

Statistics show that there has been an increase in consumers opting for Dr. Bronner's Pure-Castile Bar Soap and larger size bottles of Dr. Bronner's Pure-Castile Liquid Soaps when shopping this year. Lavender also has shown to be the best-loved scent in the UK, which is understandable due to its calming and relaxing properties, which are helpful given how unsettled the year 2020 has been.

Dr. Bronner's Lavender Hand Hygiene Spray was the top-selling product on [drbronnersonline.co.uk](#), with statistics showing [sales of hand sanitiser soared by 255 per cent in the four weeks leading up to 23 February](#) when the UK went into lockdown. The Dr. Bronner's Lavender Hand Hygiene Spray came out on top across the website. The company also released a Peppermint scented version of the Hand Hygiene Spray in May.

Top selling products:

1. Bar Soaps
2. Pure-Castile Liquid Soap 946 ml
3. Hand Hygiene Spray
4. Lip Balms



Top Scents

1. Lavender
2. Baby Unscented
3. Peppermint
4. Citrus
5. Almond
6. Rose
7. Tea Tree
8. Eucalyptus
9. Green Tea



Top Sellers

1. Lavender Hand Hygiene Spray
2. Lavender Bar Soap
3. Almond Bar Soap
4. Baby Unscented Lip Balm
5. Peppermint Bar Soap
6. Baby Unscented Bar Soap



With the potential for COVID-19 to cause disruption into 2021, people can shop mindfully through the holidays with Dr. Bronner's for safe and effective hygiene products, taking care of themselves and each other while taking care of the planet. As company founder Emanuel Bronner said, "We are All-One or None! All-One!"

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 labelled 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 labelled products.

The company is registered with Natrue and BDIH in the UK, an equivalent certification which ensures our products have met the strongest criteria available for natural and organic ingredients in personal care 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 UK. Animal welfare advocacy is a core focus of Dr. Bronner's activism efforts.

Ends

For further press information, images or samples please contact
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Notes to editors:

Dr. Bronner's is a family business committed to honouring 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. The company's commitment to progressive business practices is part of the company's mission to put into practice the principles that inform the philosophy printed on the company's iconic soap labels written by founder Emanuel Bronner. Bronner was a third generation soap maker who spent his life renouncing hate and war on a personal mission to unite

mankind. His strong views and lectures landed him in a mental asylum in Chicago, but eight months later in 1948, Bronner escaped and continued with his message in California. During this time, he also began making peppermint liquid soap under the “Dr. Bronner’s” brand. He gave the soap away during his talks but soon realised people were taking it without listening to him speak. As a result, he started writing his philosophy on the bottle in tiny script, which is still used on Dr. Bronner’s packaging today. The company has grown to become the top-selling natural brand of soap in North America and a major brand worldwide. Based on 2018 sales, a bottle of Dr. Bronner’s soap was sold, on average, every 2.2 seconds.

Healthy Sales Group has been helping companies develop successful brands for the past ten years in the natural food environment. Working with many of the key brands in the sector, Healthy Sales Group has seen its activities develop significantly, not only in the health food trade, but also into mainstream grocery, where it has established links with all the major multiple retailers. For more information on Dr. Bronner’s distribution partner, go to: <http://www.healthysales.co.uk>.