



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: November 2019

Dr. Bronner's New Decade Beauty Resolutions

10 Simple Ways to Reduce Consumption in 2020 and Beyond with Dr. Bronner's Pure Castile Liquid Soap



With the start of a new decade, [Dr. Bronner's](#), the top-selling brand of natural soap in North America, is encouraging consumers to shop more sustainably by highlighting its super-sized **946ml size, 18-in-1 Pure-Castile Liquid Soap**. Due to the concentration of pure, organic, natural ingredients, and the variety of ways it can be used so that more can be done with less, the Dr. Bronner's Pure-Castile Liquid Soap is known by many as the ultimate plant powered multi-tasker.

To kick-start the next 10 years, Dr. Bronner's is encouraging consumers to phase out not one, but 10 personal hygiene products in 2020 with one single bottle of its super-sized Pure-Castile Liquid Soap. With each simple swap, bathroom cabinets across the UK can help to make small changes that will have a direct and powerful impact on making the next decade the most eco-conscious yet.

Dr. Bronner's 'New Decade' Pure-Castile Liquid Soap Swaps:

1. Body Wash - One small squirt on a wet washcloth, applied to a wet body
2. Hand Wash - Pre-dilute one squirt of the Dr. Bronner's Pure-Castile Soap with water to wash hands
3. Cleanser - 2-3 drops on wet hands, apply to wet face in circular motions
4. Bath Soak – 2 large squirts into an average sized tub (doesn't bubble, but still cleans)
5. Foot Soak – One squirt in a small tub of hot water
6. Make up brush cleaner - Wet the make-up brushes in water. Add 1-2 drops of Castile soap right on to the bristles. Massage in gently for 10+ seconds, then rinse. Repeat cleaning as needed until water runs clear.
7. Shaving Cream - Face – 10 drops; Underarms – 3 drops; Legs – one squirt. Work to a lather in wet hands and then apply to area
8. Shampoo – one small squirt in hands, worked into wet hair
9. Toothpaste - 1 drop on a toothbrush. (Yes, it tastes like soap.)
10. Mouthwash - 1 drop to a cup of water. Swish and rinse.

Dr. Bronner's is a family run company whose mission is to make socially and environmentally responsible products of the highest quality, and dedicate profits to help make a better world. Now more than ever, it is vital for people to try and turn back the clock on global warming and help reduce the impact of humankind of the world around us; as Dr. Bronner's founder Emanuel Bronner stated; **'We're all one or all 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.

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.



Dr. Bronner's Pure-Castile Liquid Soap

Lavender / Peppermint / Citrus / Eucalyptus / Baby Unscented / Almond / Tea Tree / Rose / Green Tea

£20.49 (946ml) / £11.69 (473ml) / £8.19 (237ml) / £2.15 (60ml)

Available at selected health shops retailers nationwide, and online at www.drbronner.co.uk

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 soap maker 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>.