



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

Go Veganuary with Dr. Bronner's

Dr. Bronner's has a range of vegan friendly products for the entire household!

This January, join fair trade and personal care brand, Dr. Bronner's in kicking off the new year with compassion and kindness for Veganuary, a time to improve personal and home care routines with the choice of vegan and cruelty-free products!

Whether you are in need of a multi-purpose soap, a hydrating body lotion, a smooth shaving soap, or an all-purpose home cleaner, Dr. Bronner's offer a wide variety of personal care and hygiene products that are effective for a range of uses, and are safe for animals, people, and planet.

Dr. Bronner's products are never tested on animals and do not contain any animal products (excluding lip and body balms, which contain sustainable beeswax). Since 2013, Dr. Bronner's has donated over \$3.5 million USD to vegan and animal rights causes through its animal advocacy giving program. The program anchors efforts to protect animals, the earth, and human lives, in a diverse portfolio of philanthropic support. Dr. Bronner's grantees and partners utilise a variety of strategies to reduce the suffering and exploitation of non-human animals, increase public awareness, and create lasting change.

To encourage being kind to oneself and also to the environment, Dr. Bronner's Ireland have selected the following vegan-friendly products from the Dr. Bronner's range, so the transition this January is vegan-friendly without having to compromise!

To celebrate Veganuary, Dr. Bronner's Ireland is offering 10% off the Dr. Bronner's range for the month of January through their website, www.drbronner.ie. Vegan-friendly products from the Dr. Bronner's range include:

Dr. Bronner's Pure 18-in-1 Pure-Castile Soap – Almond – 457ml - €15.95

Warming to the senses and gentle on the skin, Dr. Bronner's Pure-Castile Almond Liquid Soap is a must have for the winter months. Concentrated, biodegradable, versatile, and effective, the Dr. Bronner's Pure-Castile Liquid Soaps are made with certified organic and certified fair trade ingredients. Bright and sweet almond scents are a multi-tasking indulgence that come 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 from make-up brushes to laundry with 18-in-1 uses, and more!

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

Dr. Bronner's All-One Spearmint Toothpaste - €9.50



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Helping to freshen breath, whiten teeth, and reduce plaque, the latest addition to the Dr. Bronner's Ireland range is Dr. Bronner's All-One Spearmint Toothpaste. This powerful formula 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 and fluoride-free, the Dr. Bronner's Spearmint All-One Toothpaste contains no synthetic foaming detergents such as sodium lauryl sulphate, or synthetic flavors. Instead, 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.

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

The perfect addition for any household, the Dr. Bronner's Organic Sugar Soaps are smooth and luxurious with no synthetic detergents or preservatives. Extracting organic shikakai in organic sugar and organic grape juice, the Dr. Bronner's Lavender Organic Sugar Soap formula combines this with organic lavender and lavandin essential oils, as well as its unsurpassed pure-castile liquid soap base for a rich, emollient lather, and a moisturising after feel. The convenient pump bottle ensures less mess in the bathroom or kitchen!

Available in Lavender and four scents, including Peppermint, Unscented, Tea Tree, Lemongrass-Lime.

Dr. Bronner's Sal Suds Biodegradable Cleaner – from €15.95

The Dr. Bronner's Sal Suds is not a soap but instead is a concentrated hard-surface all-purpose cleaner, made from plant-based surfactants with natural fir needle and spruce essential oils, without any synthetic dyes, fragrances or preservatives. Sal Suds is the ultimate multi-purpose cleaner, great for just about any household task. As a 100% cruelty-free and biodegradable product, use a couple tablespoons for an average load of laundry, dilute with water to sponge down countertops or to mop your floor, or even mix with baking soda to make a powerful scouring agent for bathtubs and sinks.

Check out the Sal Suds dilution tips on Dr. Bronner's blog: <https://www.drbronner.com/all-one-blog/2018/07/sal-suds-dilution-cheat-sheet/>

Dr. Bronner's Organic Peppermint Shaving Soap – 207mls - €14.50

Forming a great lather and moisturising qualities, the Dr. Bronner's Organic Shaving Soap makes for a quick and easy shave while also being kind to your skin! Squirt a little bit of shaving soap onto your 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.



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Also available in Lavender to soothe and relax, Tea Tree for powerful antibacterial properties, Lemongrass/Lime for citrusy zing and Baby Mild-Unscented for the sensitive types!

Dr. Bronner's Organic Hand and Body Lotion – Lavender-Coconut 240mls - €14.50

Dr. Bronner's Organic Hand and Body Lotions are made with certified organic oils, free of synthetic ingredients and preservatives, and are gentle enough to be used anywhere - hands, face, or body. With organic jojoba oil to moisturise dry skin, the Dr. Bronner's Organic Hand and Body Lotions also contain organic coconut oil, which assists with absorption, while organic hemp and avocado oils help keep skin smooth and supple. Blended with pure organic lavender and lavandin essential oils, this lavish lotion is the perfect treat for the hands and body.

Available scents include Lavender-Coconut, Peppermint, Patchouli-Lime, and Orange-Lavender.

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:

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NOTES TO EDITORS:

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



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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.