



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**

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## **Dr. Bronner's Completes Second Year of *All-One UK Initiative* in Support of Social Justice, Animal Rights, and Environmental Sustainability in the UK**

### ***Top-Selling Natural Brand of Soap Launches Pilot Program to Promote "Global Mission and Local Impact"***

**London, UK** – Dr. Bronner's, the global top-selling organic and fair-trade soap and body care brand, completed the second year of operating its ***All-One UK Initiative*** at the end of 2020. This program is a local-to-UK branch of a global initiative called *All-One International* that seeks to ensure mission-aligned advocacy is supported by the markets that Dr. Bronner's sells its products in, which is at the heart of the company's continuing global growth and expansion. Through this initiative, at a minimum, 1% of Dr. Bronner's sales to the UK market each year are donated to local advocacy efforts in support of social justice, animal advocacy, and environmental sustainability. Healthy Sales, the exclusive local distributor for Dr. Bronner's in the UK has also donated funds to increase the money available for giving. The initiative began in 2019 in Germany and the UK and expanded in 2020 to include Australia, Canada, Germany, France, Ireland, Israel, Japan, Korea, Mexico, Panama, and Taiwan. Dr. Bronner's plans to launch additional country-specific All-One Initiatives in the majority of its international markets over the next few years following a similar mandate.

"As a companywide priority, the Dr. Bronner's *All-One International Initiative* ensures our brand activism has an impact in markets where our products are sold around the world and also will ensure that our efforts are aligned with our local partners and what is relevant to where they live and operate," says Michael Bronner, President of Dr. Bronner's. "In the UK, our distributors are deeply inspired by the extraordinary organizations we are supporting and are happy to help elevate awareness of these causes globally."

In 2020, Dr. Bronner's All-One UK donated to three organizations that are aligned with the company's core focus areas, including **Animal Advocacy:** *Surge* (\$10,000) and *Compassion in World Farming* (\$20,000); **Environmental Sustainability:** *Less Plastic* (\$10,000); **Social Justice:** *Emmaus* (\$10,000).

"We hope our customers in the UK will be as inspired by the extraordinary organizations we are supporting as we are and will be happy know their purchase of Dr. Bronner's is helping to elevate advocacy for Social Justice, Animal Rights, and Environmental Sustainability in the UK and around the world," said Cliff Moss, Managing Director of Healthy Sales who runs Dr. Bronner's operations in the UK. "We are honoured to use business to create opportunities to connect on a deeper humanitarian level beyond selling products."

Mr. Moss contributed an additional \$15,000 from Healthy Sales to the All-One UK budget for 2020 on top of the more than 1% of sales contributed by Dr. Bronner's. In total, the All-One UK Initiative donated \$50,000 in 2020 across four organisations. In addition to financial donations, the company has donated its soaps and other products to community and educational events, fundraisers, animal sanctuaries, and direct-action campaigns across the world throughout the year.

One of the first official grants Dr. Bronner's made this year under the banner of the All-One UK Initiative was a donation to the social justice organisation, **Emmaus**.

“Emmaus prides itself on generating income through our social enterprises to support our Companions to move on from homelessness,” said Karen Chapman, Finance Manager at Emmaus Brighton & Hove. The closure of these businesses as a result of the COVID-19 pandemic has decimated our income. We therefore couldn't be more grateful to Dr. Bronner's for their generous donation that will enable us to feed our Companions for many months.”

Dr. Bronner's is also pleased to be supporting **Surge**, a grassroots animal rights organisation determined to create a world where compassion towards all non-human animals is the norm, as well as the UK based organisation, **Compassion in World Farming** who are dedicated to ending the factory farming of animals. Dr. Bronner's has been a long supporter of environmental sustainability and is pleased to support **Less Plastic**, a family-run, non-profit organisation based on the South Devon coast in the UK. Less Plastic learned how to use less plastic as a family and then developed educational materials to help others to reduce their plastic waste too.

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### **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 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 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. For more information, please visit: <http://www.drbronner.com>.