



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: May 2020

Dr. Bronner's Launches New Peppermint Organic Hand Hygiene Spray For Fresh Mint-Scented Hygiene On-The-Go

Organic Peppermint Hand Hygiene Spray Will Wake Up Your Senses!

RRP: £5.25/60 ml www.drbronner.co.uk

[Dr. Bronner's](http://www.drbronner.co.uk) has launched a new Peppermint scented Organic Hand Hygiene Spray for on-the-go. Certified organic and fair trade, the active ingredient, ethyl alcohol, is 99.9% effective against germs while the peppermint oil leaves behind an uplifting scent. Organic glycerin, which naturally draws moisture into the skin, is added to the hand spray rather than synthetic petrochemical thickeners, and this yields a smooth after-feel that is not sticky or drying. Excellent for use on-the-go, in public bathrooms, classrooms, on buses and trains, the [Peppermint Organic Hand Hygiene Spray](http://www.drbronner.co.uk) can even be used to clean display screens. Packaged in 100% post-consumer recycled plastic bottles, the Peppermint Organic Hand Hygiene Spray is the latest addition to Dr. Bronner's Hygiene product line, alongside the company's Lavender Organic Hand Hygiene Spray launched in 2008, but now offered in the classic Dr. Bronner's peppermint fragrance. Dr. Bronner's Peppermint Organic Hand Hygiene Spray is available at www.drbronner.co.uk and retailers nationwide.



“We are thrilled to launch our Organic Hand Hygiene Spray in Peppermint in the UK” says Mike Bronner, President of Dr. Bronner's. “Peppermint is our classic Dr. Bronner's soap scent, which stimulates the senses and focuses the mind. Additionally, this product celebrates the regenerative organic agriculture practices that successfully supply the organic and fair trade peppermint oil we use in all our products. This Peppermint Organic Hand Hygiene Spray is one more example of how we can build regenerative and fair supply chains and give consumers options for products that lift up rural communities and help mitigate climate change.”

INGREDIENTS:

Organic Fair Trade Ethyl Alcohol (62%)*, Water, Organic Glycerin, Organic Fair Trade Peppermint Oil*

(*Certified Fair Trade by Ecocert IMO)

The organic and fair trade peppermint oil in this product is sourced from Pavitramenthe, Dr. Bronner's partners in Bareilly, India, where more than 1,500 farmers utilize regenerative organic agriculture practices, such as minimal tillage, diverse crop rotation, composting and cover cropping, to build healthy soils and sequester carbon. All the mint grown for Dr. Bronner's Organic Peppermint Hand Hygiene Spray comes from farms that average less than 2 acres each in area. Pavitramenthe has made significant contributions to community development in the area, via such projects as funding medical camps,

construction of home toilets, and distribution of water coolers for drinking water. These projects were paid for by the fair trade premium Pavitramenthe receives from Dr. Bronner's, which also works directly with Pavitramenthe farmers to increase knowledge and skills for implementation of regenerative organic agriculture practices.

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For further information, product reviews and images please contact:

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About Dr. Bronner's

Dr. Bronner's is a family business 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 principles that inform the philosophy printed on the company's iconic soap labels written by founder Emanuel Bronner. The company is 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 throughout the year.

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. 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 U.K. Vegetarian and animal welfare advocacy are a core focus of Dr. Bronner's activism efforts.

For further information on Dr. Bronner's, please visit: <http://www.drbronner.co.uk>