



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

Celebrate World Earth Month with Dr. Bronner's Top-Selling Natural Soap Brand Highlights Regenerative Organic Supply Chain Solutions for Climate Resilience

This April, celebrate Earth Month and World Earth Day (Friday, 22nd April) with organic and fair-trade personal care brand, Dr. Bronner's! Partnering with fair trade and organic projects to build equitable supply chains, Dr. Bronner's is celebrating its international "Heal Earth!" campaign in partnership with its global network of distributors.

Cut the chemicals, and go green with Dr. Bronner's personal care range, including multi-purpose soaps, body lotions, balms, hand hygiene sprays and more—all of which are made from organic, plant-based ingredients of the highest quality.

Dr. Bronner's sources all of its major raw materials for its biodegradable, non-synthetic products from certified organic and fair trade projects around the world, supporting thousands of smallholder farmers including in Ghana (palm oil), Palestine and Israel (olive oil), and Sri Lanka (coconut oil). The company's commitment to its fair trade and organic supply chain is demonstrated through working directly with farming communities to increase knowledge and skills for the implementation of regenerative organic agriculture practices to increase soil fertility, such as minimal tillage, diverse crop rotation, composting, and cover cropping.

Dr. Bronner's is committed to honoring the vision of its founder, Emanuel Bronner, by continuing to make socially environmentally responsible products of the highest quality, and dedicating all profits not needed for business to progressive causes and charities. In highlighting efforts to curb the effects of climate change, Dr. Bronner's "Heal Earth!" partnership has launched with its global network of distributors to educate not only about the integrity of its products, but to focus on how to use regenerative organic agriculture throughout the supply chain to reduce carbon from the atmosphere back into the soil.

In the spirit of its "Heal Earth!" message, Dr. Bronner's has also partnered with Coexistence Films to produce *Coextinction*, an urgent, award-winning documentary about taking bold action to save the orcas, ocean wildlife, delicate ecosystems, and our collective future. The documentary highlights the need to stand with Indigenous stewards of the land, stop destructive industries, and how we must protect life on Earth as it is all interconnected. For more information about the film, see: <https://coextinctionfilm.com>.

This April, go green and "Heal Earth!" with a range of Dr. Bronner's products including:

Dr. Bronner's 18-in-1 Pure-Castile Liquid Soap 240ml – €10.95

A must have in any household, the Dr. Bronner's 18-in-1 Pure-Castile Soap is concentrated, biodegradable, versatile and effective. Made with organic and



**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

certified fair-trade ingredients, this multi-purpose soap is suitable for just about any cleaning task.

Packaged in a 100% post-consumer recycled bottle that is also recyclable, this liquid soap, which is also available in an **All-One Pure-Castile Bar Soap (€6.95)** is available in Unscented Baby Mild and nine other scents, including Peppermint, Lavender, Green Tea, Cherry Blossom, Eucalyptus, Citrus, Almond, Rose, and Tea Tree. Some of the 18 uses include;

- **Household Tasks** – Cleaning floors, windows, kitchen and bathroom.
- **Pet Shampoo** – Soak the fur of your four-legged friend.
- **Stain Remover** – lather one or two drops of soap on a sponge.
- **Dishwashing Liquid** – for those on clean up duty, citrus scent recommended.
- **Laundry Handwash** – washing clothes, home fabric items.
- **Make Up Brush Cleaner** – Perfect for cleaning cosmetic, make-up brushes.

Check out the full 18-in-1 uses and information on how to dilute:

<https://www.drbronner.com/all-one-blog/2017/06/dilutions-cheat-sheet-dr-bronnens-pure-castile-soap/>

Dr. Bronner's Whole Kernel Organic Virgin Coconut Oil (VCO) - €14.95

Dr. Bronner's Organic Virgin Coconut Oil is expeller-pressed from the fresh, carefully dried coconut kernel, which gives it a mild, delicious aroma. Versatile and healthy, VCO can be used for stir-frying, soups, sauces, baking, deserts, and body care.

Dr. Bronner's Organic Virgin Coconut Oil is produced at Serendipol in Sri Lanka's "Coconut Triangle". Serendipol was founded by Dr. Bronner's in the company's ongoing effort to create a cleaner supply chain by sourcing all of their major raw ingredients from fair trade sources. Dr. Bronner's has converted some 500 growers to organic practices, thereby improving soil fertility and increasing yields. The production staff has grown to 160 workers who enjoy working conditions and compensation uncommon in the industry.

Dr. Bronner's Organic Peppermint Hand Hygiene Spray - €6.95

A home and hand-bag essential that can be used on-the-go, on buses and trains to help combat cold and flu season. The organic and fair trade peppermint oil in this new product is sourced from Pavitramenthe, Dr. Bronner's partner in Bareilly, India, where more than 1,500 farmers utilize regenerative organic agriculture practices.

The Organic Peppermint Hand Hygiene Spray contains the active ingredient, ethyl alcohol, which 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, leaving a smooth after-feel that is not sticky or drying. Dr. Bronner's Organic Hand Hygiene Spray is also available in a calming lavender scent.



**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

Dr. Bronner's Sal Suds – 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. 100% cruelty-free and biodegradable, 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 information on how to dilute Sal-Suds:
from <https://www.drbronner.com/all-one-blog/2018/07/sal-suds-dilution-cheat-sheet/>

The Dr. Bronner's range is stocked in health stores and selected pharmacies nationwide and can also be purchased online at www.drbronner.ie. With every purchase in April from www.drbronner.ie receive a FREE All-One Pure-Castile Almond Mini Bar Soap.

Website: www.drbronner.ie
Instagram: /drbronnerireland

For further information and interviews with the Dr. Bronner's team information please contact:

Joanne Byrne – Presence PR – joannebyrne@presence.ie – 087-249-4668

NOTES TO EDITORS:

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 personal care and food 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 nearly \$170 million in revenue in 2021 and donated an estimated one-third of profits to activist and charitable efforts. A bottle of Dr. Bronner's soap was sold, on average, every 1.7 seconds last year, and a bar of Dr. Bronner's soap was sold every 2.8 seconds.

Further Information on Dr. Bronner's:



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

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.