



**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

Back-to-School with Dr. Bronner's Baby-Mild Personal Hygiene Products Made with Organic Ingredients

*Hydrating and Nourishing for Sensitive Skin, Dr. Bronner's Baby-Mild Range is Perfect for All the Family,
including the Little Ones This Season*

With Back-to-School season around the corner, families are looking towards the return to school and routine, and the need to keep clean, safe, and healthy. The Dr. Bronner's Baby-Mild range includes safe and effective family hygiene and personal care essentials for a busy household. The products are perfect for use with babies, children, and anyone who suffers with extra sensitive skin or allergies.

Nourishing and hydrating to the skin, Dr. Bronner's Baby-Mild products are made with certified organic and certified fair trade ingredients, contain no fragrance, and are perfect for all the family, the household, and the planet!

The team at Dr. Bronner's Ireland who have recently revealed their new site, www.drbronner.ie have selected the following Baby-Mild products that are ideal for all the family to use for the busy months ahead as the kids return back to school!

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

The Dr. Bronner's 18-in-1 Baby-Mild Pure Castile Soap is perfect for any busy parent on the go. The magic of Dr. Bronner's Liquid Soap is its affordability and versatility, with 18 uses from 1 bottle, no matter whether you are having a shower or cleaning your kitchen, the Baby Mild liquid soap is ideal for everything and anything!

With the unscented Baby-Mild line, Dr. Bronner's 18-in-1 Pure-Castile Soaps are great for just about any cleaning task which means mums and dads can use it on the kids and also around the house to clean up any spills and messes. Made with no synthetic preservatives, detergents or foaming agents, the less-stress All-in-One product is the ideal soap to use on kids, while being sensitive to the skin all at the same time.

Dr. Bronner's 18-in-1 Baby-Mild Liquid Castile Soap is also available in 59ml mini-bottles (€3.95) the perfect size for school bags so kids always have a hand wash to hand! Choose from the scents of Peppermint, Eucalyptus, Citrus, Almond, Rose, Lavender, Cherry Blossom, and Tea Tree which can even be used to safely clean minor cuts and grazes.

Dr. Bronner's 4-in-1 Baby-Mild Organic Sugar Soap - 355ml - €14.50

With frequent hand-washing continuing to be an important part of the Back-to-School routine, the Dr. Bronner's 4-in-1 Baby-Mild Organic Sugar Soap is a gentle cleanser for the entire body with no synthetic detergents or preservatives. Extracting organic shikakai in

organic sugar and organic grape juice, the Dr. Bronner's 4-in-1 Baby-Mild Organic Sugar Soap combines the teas with the 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!

Dr. Bronner's Baby-Mild Organic Magic Balm – 60g - €14.50

The Dr. Bronner's Baby-Mild Organic Magic Balm has a blended formula of avocado, coconut, jojoba, hemp, olive oils and organic beeswax providing a soothing quality for your little ones skin, perfect for any cuts, bumps or chapped chins and cheeks. Perfect to use after you have showered/bathed with the Dr. Bronner's Baby-Mild soap, as it restores and moisturises skin without being greasy. Perfect for sensitive skin, the Dr. Bronner's Baby-Mild Magic Balm also has eight uses including; helping to prevent nappy rash, soothing irritated red crease lines on babies arms and knees, moisturising dry or chafed skin, healing recent tattoos, defining unruly eyebrows, styling beards or moustaches, and can also be used as an eye cream and to tame flyaways.

Dr. Bronner's All-One Baby-Mild Pure Castile Bar Soap – 140g - €6.95

With no added fragrance and double the olive oil, the Dr. Bronner's All-One Baby-Mild Pure Castile Bar Soap is perfect for those with sensitive skin and is also suitable to use on babies skin. Made with certified fair trade ingredients and organic hemp oil for a soft, smooth lather that is not drying but is kind to all skin types and the environment. Each bar soap is 100% biodegradable, packaged in a 100% post-consumer recycled wrapper, and is the perfect size to pop in a bag for families on the go.

Dr. Bronner's Baby-Mild Organic Lip Balm – 4g - €4.95

Certified organic, the Dr. Bronner's Baby-Mild Organic Lip Balm provides a protective barrier to the elements without any synthetic ingredients. Unlike most products of the Dr. Bronner's range which are certified vegan, the lip balms include organic beeswax which is harvested sustainably from well-treated hives where bees are left in peace. The Dr. Bronner's lip balms are perfect for parents on the go and who need something that can be easily carried in their bag, relieving dry lips or to moisturise and protect dry hands and feet.

Dr. Bronner's Peppermint/Lavender Organic Hand Hygiene Spray - 60ml - €6.95

In addition to the Baby-Mild range, the Dr. Bronner's Organic Hand Hygiene Spray in either Peppermint or Lavender are the perfect school bag essential for the kids that can be used on-the-go. The spray contains the active ingredient, ethyl alcohol, which is 99.9% effective against germs, and allows kids to sanitise more than just their hands. If they need to sanitise their locker handle or desk, they can just spray and wipe! 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.

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

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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 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.