



**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

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4 Reasons to Go Organic for September



Every year, Organic September makes a return to celebrate and raise awareness of the many benefits of organic products, food and farming. With more and more people seeking solutions to help restore nature, health, and a safe climate, becoming part of the organic movement can make a world of difference.

[Dr. Bronner's](#) is proud to be a family business committed to making socially and environmentally responsible products of the highest quality and donating profits to help make a better world for all. Along with its best-selling, plant-based Pure-Castile Liquid Soap, all of the major raw ingredients used to make Dr. Bronner's personal care products are certified organic, certified ingredients, certified fair trade and cruelty-free.

As the month-long campaign for Organic September returns this month, this year Dr. Bronner's is encouraging its customers and the public to consider shifting to an organic lifestyle with five key benefits of doing so.

1. **Protect the Earth's Ecosystems**

Making organic choices can have a great effect on the protection of our ecosystem.

Organic processes can help nurture crop varieties resulting in a healthier harvest, enhanced soil life, natural soil fertility, and water quality. As soil degradation is a serious issue that releases carbon into the atmosphere contributing to climate change, its preservation is essential for food security and a sustainable future. In order to continue the success of their crops, organic farmers rely on developing a healthy, fertile soil to grow a variety of crops.

Farming organically is significantly less damaging to the environment than conventional agriculture and can also have a positive impact on wildlife. By nourishing the soil within organic farms, this also promotes the wellness of bees, other pollinators, and various wildlife to contribute to a thriving holistic ecosystem that produces a healthy crop.

2. **Water is Life**

Unsurprisingly, chemical pesticides don't break down in the environment, remaining in the water system for many years and can build up in the body, which is made up of 60% water, through drinking, cooking, and bathing. This can cause many detrimental health conditions, especially in farming communities that are contaminated by these agricultural chemicals, such as low birth weight, birth defects, neurological and behaviour problems, and cancer.

Organic production prohibits use of such chemicals, and instead using alternative methods to control pests that are safer. Pesticides harmful to human health are prohibited for use on organic certified farms, which limits the threat of water contamination and can lead to cleaner and safer water.

3. **Better for Skin**

An organic lifestyle is not only focused on the food consumed, but also affects other buying choices such as clothing and skincare products. While the body is nourished with organic food, the skin deserves the same care with organic personal care products.

The skin is the largest organ of the body, and absorbs much of what comes into contact with it. When a product is put on the skin, synthetic chemicals enter into the blood stream and can build up in the body over time. It is important to read and understand the ingredients label as awareness of the harmful ingredients found in non-organic skincare products is the best way to avoid them. Synthetic chemicals should be avoided as they have the potential to impact hormone health and may be carcinogenic.

Organic skincare products formulated without synthetic chemicals can be effective while also being much safer to use. For example, [Dr. Bronner's Tea Tree Pure-Castile Liquid Soap](#) contains the active ingredient Melaleuca Alternifolia (Tea Tree) Leaf Oil to help its users target acne-prone skin and dandruff while cleansing the skin. Dr. Bronner's uses plant-based, certified organic ingredients in its products, with no synthetic additives, detergents, or foaming agents.

4. **Minimize Environmental Impact**

Choosing organic products helps minimize the overall environmental impact of consumption. The footprint of organic products is drastically reduced compared to products made with ingredients from conventional agriculture or synthetic chemicals, which uses more fossil fuels to produce.

Also, organic companies may be more likely to consider the impact of their packaging. For example, [Dr. Bronner's Pure-Castile Bar Soap](#) is supplied in 100% biodegradable and 100% post-consumer recycled wrapper.

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For further press information, images or samples please contact
Niamh Wright or Tracey Stapleton at The Spa PR Company
E. Niamh@thespaprcompany.com | 020 7100 7018

Notes to editors:

Dr. Bronner's is a family business committed to honouring 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. The company's commitment to 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. Bronner was a third generation soap maker who spent his life renouncing hate and war on a personal mission to unite mankind. His strong views and lectures landed him in a mental asylum in Chicago, but eight months later in 1948, Bronner escaped and continued with his message in California. During this time, he also began making peppermint liquid soap under the "Dr. Bronner's" brand. He gave the soap away during his talks but soon realised people were taking it without listening to him speak. As a result, he started writing his philosophy on the bottle in tiny script, which is still used on Dr. Bronner's packaging today. The company has grown to become 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. For more information, please visit: <https://www.drbronner.co.uk/>

Healthy Sales Group has been helping companies develop successful brands for the past ten years in the natural food environment. Working with many of the key brands in the sector, Healthy Sales Group has seen its activities develop significantly, not only in the health food trade, but also into mainstream grocery, where it has established links with all the major multiple retailers. For more information on Dr. Bronner's distribution partner, please visit: <http://www.healthysales.co.uk>.