

AVAILABLE FOR INTERVIEW

David Bronner (he/they)

COSMIC ENGAGEMENT OFFICER

Dr. Bronner's Magic Soaps

DAVID BRONNER



“We see our company as a progressive engine to help build a better world for everyone.”

DAVID BRONNER is Cosmic Engagement Officer (CEO) of Dr. Bronner's, the top-selling natural brand of soaps in North America, maker of exceptional fair trade and organic chocolate sourced to the highest agricultural and labor standards, and a leading mission-driven brand worldwide. They are a grandson of company founder, Emanuel Bronner, and a fifth generation soapmaker. Under David and their brother Michael's leadership, the brand has grown from \$5 million in 1998 to \$199.5 million in annual revenue in 2023.



For more information, visit:
WWW.DRBRONNER.COM

To arrange an interview, please contact Ryan Fletcher:
☎ 202-641-0277 ✉ PUBLICAFFAIRS@DRBRONNER.COM

BIO

DAVID alongside his brother Michael, established Dr. Bronner's as a sustainable leader in the natural products industry by becoming one of the first body care brands to formulate with hemp seed oil in 1999 and to certify its soaps, lotions, balms, and other personal care products under the USDA National Organic Program in 2003. Both actions resulted in high-profile litigation with government agencies, DEA and USDA respectively, that Dr. Bronner's ultimately won, cementing Dr. Bronner's activist orientation in the natural products marketplace. Over the years, David and Dr. Bronner's have been key leaders in fights for GMO labeling, industrial hemp farming in the U.S., high-bar organic and fair trade standards, drug policy reform, fair minimum wage, and the establishment of the Regenerative Organic Certified standard.

Today, David continues to lead the growth of Regenerative Organic Certified, dedicating time and resources to creating an integrated, comprehensive program that addresses soil health, animal welfare, and fair labor practices to advance sustainable and ecological alternatives to industrial agriculture.

Since 2006, Dr. Bronner's has partnered with certified Fair Trade projects around the world to source all major ingredients, including olive oil from Palestine and Israel, coconut oil from Sri Lanka, peppermint oil from India, and sustainable palm oil from Ghana. Dr. Bronner's is now certifying its organic and fair trade coconut, palm, olive and mint oils to the new Regenerative Organic Certified standard. Dr. Bronner's launched the first-ever Regenerative Organic Certified Coconut Oil, in 2020, and the first-ever Regenerative Organic Certified Chocolate, Magic-All-One Salted Dark Chocolate, in 2024. Launched in the summer of 2021, Dr. Bronner's line of organic, fair trade, and vegan chocolate bars, are a direct result of the company's work to partner with farmers to improve the health and productivity of small farms in eastern Ghana and the Ivory Coast through dynamic agroforestry. Furthermore, Dr. Bronner's is a founding partner in the Climate Collaborative, which leverages the power of the Natural Products Industry to compel action on climate change.

In addition to his advocacy for regenerative organic agriculture, David directs Dr. Bronner's resources to support animal welfare, wage equality, and drug policy reform. One of their passions is the responsible integration of cannabis and psychedelic medicine into American and global culture and they are a board member of the Multi-Disciplinary Association of Psychedelic Studies. In 2019 they supported the launch of Sun and Earth Certified for cannabis grown under the sun, in the soil, without chemicals and with fair labor. Their activism embodies the company's mission—which encompasses a commitment to making socially and environmentally responsible products of the highest quality, and to dedicating profits to help make a better world.

David was born in Los Angeles, California in 1973 and earned an undergraduate degree in biology from Harvard University. They are a dedicated vegan and enjoys surfing and dancing late into the night. They currently live in Encinitas, California.



DAVID BRONNER uses both 'he / him / his' and 'they / them / their' pronouns. David identifies as "relatively straight and masculine" and also "relatively queer and feminine." To read more about David's gender identity journey, and learn how David hopes to contribute in a tiny way to helping bring about a more accepting and loving reality related to the gender spectrum, [please visit the All-One Blog](#).



INTERVIEW ANGLES & TALKING POINTS

OVER 150 YEARS OF FAMILY SOAP-MAKING HISTORY

Dr. Bronner's began in the U.S. in 1948; founder Emanuel Bronner's German-Jewish family began making soap in 1858.

TOP-SELLING NATURAL BRAND OF LIQUID AND BAR SOAP IN THE U.S.

Dr. Bronner's has grown from an estimated \$4 million in annual revenue in 1998 to \$199.6 million in annual revenue in 2023.

MODELING PROGRESSIVE BUSINESS PRACTICES

Total compensation of Dr. Bronner's highest-paid employees and executives is capped at five times that of the lowest-paid fully vested position. The company also provides generous health benefits, retirement contributions, and bonuses.

FIREFIGHTING FOAM & MOVIE SET SNOW FOAM

David's father, Jim Bronner, invented firefighting foam and "snow foam" used on movie sets. Dr. Bronner's uses a similar formula today for the firetruck and mobile shower trailer, "Dr. Bronner's Magic Foam Experience" that operates at pride parades, mud-runs and music festivals across California.

SUSTAINABLE PALM OIL

Used in Dr. Bronner's bar soaps, this ingredient comes from a fair trade and organic palm project in Ghana, now certified ROC, that Dr. Bronner's runs. This palm oil does not contribute to habitat loss for orangutans and other endangered species in areas of the world where rainforests are indiscriminately destroyed for palm production.

FAIR TRADE

Dr. Bronner's is committed to sourcing raw materials from fair trade projects around the world that ensure a fair price, living wage and community infrastructure that benefits an estimated 25,000 farmers, workers, and their families around the world. Dr. Bronner's also works to catalyze policy change and grow public awareness on the importance of organic agriculture and fair trade models.

ETHICAL CHOCOLATE

Dr. Bronner's Magic All-One Chocolate is made from cocoa grown by fair trade farmers in Ivory Coast and Ghana, who utilize dynamic agroforestry—a model of farming based on the integration of complementary trees and other crops, which boosts biodi-

versity, increases yields, diversifies income streams, and avoids the use of toxic chemicals; proving that ethical chocolate can be produced at global scale.

PIONEERING SUSTAINABILITY

In 2023, Dr. Bronner's launched Soap Refill Cartons for its Castile Liquid Soap, which reduces plastic use by over 90% compared to the 100% PCR (post-consumer recycled) soap bottles, which Dr. Bronner's pioneered in 2003. On-site solar panels generate 40% of all power needs at the headquarters and factory; and the company achieves 100% renewable power via renewable energy certificates.

REGENERATIVE ORGANIC AGRICULTURE

Dr. Bronner's is taking a lead role in the development and piloting of Regenerative Organic Certification. The company has given over \$14 million since 1995 to support a variety of organizations and efforts working to promote regenerative organic agriculture to increase soil health and mitigate climate change. Dr. Bronner's is the first company in the world to achieve this certification for Chocolate and Coconut Oil.

ANIMAL ADVOCACY & PLANT-BASED EATING

David has been a dedicated vegan since 1996 and Dr. Bronner's actively supports efforts to reduce meat consumption and promote the benefits of plant-based diets. The company has donated over \$4.3 million since 2013 to organizations working to reduce the suffering of farmed animals, protect wildlife, and transition to healthier and more sustainable food systems.

DRUG POLICY AND CRIMINAL JUSTICE REFORM

David works with organizations and campaigns across the U.S. to alleviate the worst harms of prohibition and create safe legal access to cannabis and psychedelics for healing and responsible adult use. They serve on the board of the Multidisciplinary Association for Psychedelic Studies, and David is a founding supporter of the Indigenous Medicine Conservation Fund. Since 1995, Dr. Bronner's has donated \$33 million to organizations working towards drug policy reform.



DR. BRONNER'S
ALL-ONE!

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DR. BRONNER'S MISSION STATEMENT

DR. BRONNER'S is a family business committed to honoring the vision of our founder Dr. E.H. Bronner by making socially and environmentally responsible products of the highest quality, and by dedicating our profits to helping make a better world. "All-One!"

To-date Dr. Bronner's has donated over **\$100 MILLION** to charitable and activist causes.

RECENT MEDIA COVERAGE



Los Angeles Times The New York Times



The Washington Post

Inc.

FASTCOMPANY

THE NEW YORKER

THE WALL STREET JOURNAL

POLITICO



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