



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

February 25, 2025

CONTACT: Ryan Fletcher 202-641-0277

ryan@drbronner.com

Lauren Stansbury 402-540-1208

lauren@drbronner.com

Dr. Bronner's to Exhibit at Natural Products Expo West 2025

Top-Selling Natural Brand Announces the New Ethical Business Effort "Purpose Pledge," Highlights Packaging Updates for its Magic Soap, and Joins Panel Discussion on Decarbonization

VISTA, CA – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, will exhibit at Natural Products Expo West 2025 in Anaheim, CA at booth #2433 in Hall C. At the event, Dr. Bronner's will showcase updates to product labels on its liquid and bar soaps, now made with Regenerative Organic Certified oils, and highlight its participation in the Environmental Working Group's EWG VERIFIED program. Members of Dr. Bronner's leadership will speak at various panels and keynote events, and the company will co-host an industry happy hour to celebrate the launch of Purpose Pledge, a new ethical business effort and community.

Dr. Bronner's Events at Natural Products Expo West

Panel: Striving for Carbon Neutrality: Decarbonization Strategies and Opportunities for a Sustainable Supply Chain

Tuesday, March 4th – 3:30 pm to 5:00 pm

Marriott, Platinum Ballroom 3

Dr. Bronner's Vice President of Operational Sustainability and Innovation, Darcy Shiber-Knowles, will contribute to this panel discussion on how Dr. Bronner's is innovating and leading in this complex effort to transition to net-zero carbon impact.

Purpose Pledge Video Debut

Wednesday, March 5th – 8:30 am to 10:00 am

Marriot, Marquis Ballroom Center

A video about the Purpose Pledge will be introduced during the State of Natural & Organic keynote presentation.

Purpose Pledge Kickoff Event & Happy Hour

Thursday, March 6th – 5:00 pm to 7:00 pm

Hilton Pacific Ballroom A

**Media are invited to RSVP to these events. Please email lauren@drbronner.com to confirm your reservation or schedule an interview with Dr. Bronner's or Purpose Pledge spokespersons.*

Dr. Bronner's Booth #2433 in Hall C

All are welcome to visit Dr. Bronner's booth to learn more about the company's newly Regenerative Organic Certified and EWG Verified Pure-Castile Magic Soap products. Sampling

of soaps will be active throughout all show hours and include a scent experience station. Dr. Bronner's will also host the body care brand Shea Radiance at its booth as part of the company's Small Business Mentorship program.

New Look for Dr. Bronner's Pure-Castile Magic Soaps made with Regenerative Organic Certified Oils

Dr. Bronner's has updated its product labels for its Pure-Castile liquid and bar soaps for 2025. The updated Magic Soap labels improve legibility and offer guidance on product usage and include new text about the company's commitments to "Heal Earth!" and "Heal People!" alongside the original "Moral ABC" text. Additionally, all the oils in Dr. Bronner's Pure-Castile Magic Soap are now Regenerative Organic Certified. To date, the Regenerative Organic Alliance has confirmed more than 18 million acres of agricultural land have transitioned to Regenerative Organic Certified since the certification's founding in 2017. To date, Dr. Bronner's has transitioned more than 75,000 acres of its agricultural supply chain to become Regenerative Organic Certified.

Launch of Purpose Pledge

Dr. Bronner's is proud to be a founding member of the new business community, Purpose Pledge, alongside co-founders LIFT Economy, and One Step Closer. Purpose Pledge is a developmental community for companies to foster collaboration, problem-solving, and accountability around the goal of embedding high-bar ethical practices into their business models. The effort invites established and emerging companies to pledge their commitment to ten key areas, which define specific criteria for what it means to operate their businesses on the principles of a stakeholder approach to capitalism. Further information is available at <http://www.purposepledge.org/>.

Environmental Working Group's EWG Verified

Dr. Bronner's is proud to announce that Pure-Castile Magic Soap is labeled on-product with the Environmental Working Group Verified logo. Over 30 of Dr. Bronner's products are verified with the Environmental Working Group. EWG's science-backed resource, the Skin Deep Database, rates the safety of ingredients in personal care, and beauty products based on the best publicly available information in a simple to understand rating system, identifying potential hazards and health concerns. To qualify for the EWG VERIFIED program, a product must score a 1 or 2 in the Skin Deep database. The EWG VERIFIED mark on a product designates that the brand has taken extra steps in providing transparency to EWG's scientists to verify the safety of product ingredients.

###

About Dr. Bronner's

Founded in the U.S. in 1948, Dr. Bronner's is the top-selling brand of soap in the natural marketplace in North America and a leading mission-driven 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 ethical business is part of the company's mission to put the "All-One" philosophy printed on the company's iconic soap labels into practice and integrate these ideals into all aspects of its operations. The company caps executive salaries at 5 times its lowest paid fully vested position and donates all profits not needed for business development. In 2024, Dr. Bronner's generated an estimated \$209 million in net revenue and gave an estimated \$8 million to charitable and activist causes. To-date Dr. Bronner's has donated over \$100 million since 1998, when

leadership was transferred to the current generation who runs the company today. The company celebrated 75 years in business in 2023.

For further information, please visit: <https://www.drbronner.com>.