



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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CONTACT: Ryan Fletcher: 202.641.0277

ryan@drbronner.com

Lauren Stansbury: 402.540.1208

lauren@drbronner.com

Dr. Bronner's Sal Suds Biodegradable Cleaner

VISTA, CA - Dr. Bronner's Sal Suds Biodegradable Cleaner cuts grease and dirt for diverse household cleaning applications. Sal Suds is a concentrated cleaner made for all-purpose cleaning, including hard-surfaces, upholstery, carpets, laundry, and other household cleaning applications. It is plant-based, made without any synthetic dyes, fragrances, or preservatives, and is non-toxic when used as directed. It produces copious suds for cleaning dishes, wood, stainless steel, tile, bathroom fixtures, equipment and gear, toys, outdoor furniture, and much more. This product is not intended for cleaning the hands or body. Its exceptional cleaning power is complemented by the fresh scent of Spruce and Siberian Fir pure essential oils, while being gentle and mild on the skin.

Sal Suds is effective in hard or soft water, and removes dirt, grime and grease with exceptional power but without harsh ingredients. If it can be washed, Sal Suds can wash it. Sal Suds is packaged in 100% post-consumer recycled PET (polyethylene) plastic bottles, which are considered widely recyclable in the United States, and may also be reused and refilled. Versatile and economical, the ultra-concentrated formula allows for more cleaning capacity per bottle than other all-purpose cleaners. One quart of Sal Suds Biodegradable Cleaner can make 64 quarts of All-Purpose Housecleaning Spray; wash 192 sinks full of dishes; mop 128 floors; wash up to 64 loads of laundry; and can wash 128 cars. Lisa Bronner, granddaughter of Dr. Bronner, offers a recipe for All-Purpose Housecleaning Spray, and expands on its myriad uses and suggested dilutions at www.drbronner.com.

INGREDIENTS:

Water, Sodium Lauryl Sulfate, Lauryl Glucoside, Sodium Coco-Sulfate, Sodium Benzoate, Abies Siberica (Siberian Fir) Needle Oil, Picea Glauca (White Spruce) Branch/Leaf Oil, Picea Mariana (Black Spruce) Leaf Oil, Sea Salt, Citric Acid, Sodium Chloride, Limonene*

**From Pure Essential Oils. Pure essential oils from Siberian Fir needles and Spruce leaves give Sal Suds its pine fresh aroma. No synthetic fragrances.*

Dr. Bronner's is committed to ingredient and packaging transparency. Sal Suds Biodegradable Cleaner complies with ISO 14593, an international standard that measures the biodegradability of a product in water within 28 days. Through third-party testing, Sal Suds cleaner was measured to reach >60% biodegradation after 28 days per ISO 14593. This level and rate of biodegradation meets the ISO 14593 standard and is considered 'readily biodegradable' per OECD Guidelines 310.

No Animal Testing and Vegan

Dr. Bronner's qualifies for the rabbit and stars logo, known as the Leaping Bunny, through 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, confirms Dr. Bronner's Sal Suds Biodegradable Cleaner does 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.

Environmental Working Group Verified (EWG)

Dr. Bronner's Sal Suds Biodegradable Cleaner carries the Environmental Working Group's EWG Verified mark. The 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.

Product Images

High-res photos of all of Dr. Bronner's products are available at:
<https://www.drbronner.com/media-center/images/>.

Manufacturer's Suggested Retail Price

16 oz. \$9.99; 32 oz. \$16.99; 1 Gallon \$54.99

Availability

Dr. Bronner's Sal Suds is sold online at Dr. Bronner's web store: www.drbronner.com, or at Whole Foods Market, as well as natural product retailers nationwide in addition to many other grocers and retailers.

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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 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 five 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 which runs the company today. The company celebrated 75 years in business in 2023.

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