



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

FOR IMMEDIATE RELEASE

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Dr. Bronner's to Exhibit at Newtopia Now 2025 in Denver, CO at Booth #358

Top-Selling Natural Brand to Present on the Market Growth for Regenerative Organic Certified Products

VISTA, CA – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, will exhibit at Newtopia Now 2025 in Denver, CO at booth #358 in the Regenerate Neighborhood. At the event, Dr. Bronner's will showcase its new Magic Soap and Refill Carton labels featuring a Made with Regenerative Organic Certified Oils claim. Dr. Bronner's will also showcase the inclusion of their products in the Environmental Working Group's EWG VERIFIED program and host a presentation about the market growth for Regenerative Organic Certified products.

Presentation: Unlocking Regenerative Organic Certified Market Growth with Dr. Bronner's

Thursday, August 21st – 11:00am to 11:30am

Regenerate Stage #262, Colorado Convention Center

Presenters:

Gero Leson, Vice President of Special Operations, Dr. Bronner's

Gina Coccari, Director of Sales – Natural and Conventional, Dr. Bronner's

Sara Tajik, Brand Manager, Dr. Bronner's

At the presentation, Dr. Bronner's team members will explain why Regenerative Organic Certified is one of the fastest-growing segments in the consumer-packaged goods industry, compared to other product claims. Dr. Bronner's Vice President of Special Operations Gero Leson will discuss how the company builds and scales a global Regenerative Organic Certified supply chain, and why Regenerative Organic Certified is the gold standard for climate-friendly farming, uniquely integrating soil health and carbon sequestration practices with essential social fairness and fair compensation for farmers. Dr. Bronner's Brand Manager Sara Tajik will share practices on marketing Regenerative Organic Certified across in-store and digital platforms, as well as success stories from collaborating with retailers, industry allies, and consumers. Dr. Bronner's Director of Sales Gina Coccari will detail strategies for educating retail partners to drive sales and scale product distribution. This presentation will include discussion opportunities for brands, suppliers, and retailers interested in integrating Regenerative Organic Certified into their businesses.

Dr. Bronner's Commitment to Regenerative Organic Certified

Dr. Bronner's is dedicated to sourcing Regenerative Organic Certified ingredients whenever possible. This commitment involves collaborating closely with supply chain partners to ensure regenerative organic farming practices, fair treatment and living wages for farmers and workers, and community investments through fair trade premiums—all while honoring the land and its people. Dr. Bronner's

Liquid and Bar soaps are now made with Regenerative Organic Certified coconut oil, palm oil, palm kernel oil, olive oil, and hemp seed oil. Dr. Bronner's supply chain comprises over 52,000 Regenerative Organic Certified acres under cultivation and more than 18,000 smallholder farmers, 57% of whom are women. For more information, visit: <https://regenorganic.org/>.

Magic Soap Refill Cartons Available Nationwide

Dr. Bronner's has launched its 32 oz. Refill Carton package for its Magic Soap nationwide. Now available at most grocery stores across the United States, the Soap Refill Carton can be used to refill existing bottles or other containers for personal care and home cleaning use. By purchasing a 32 oz. Pure-Castile Magic Soap Refill Carton, customers can reduce their plastic use by as much as 90% compared to the company's 32 oz. post-consumer recycled (PCR) plastic bottles. Dr. Bronner's Pure-Castile Magic Soap Refill Carton is made from 69% Forest Stewardship Council certified paper, 5% aluminum, and 26% polyethylene with a polypropylene cap. For more information, visit: <https://info.drbronner.com/media-center/press-release/dr-bronnens-launches-new-pure-castile-liquid-soap-refill-cartons-in-u-s-nationwide/>.

EWG Verified

Dr. Bronner's is proud to announce that over 30 of its products are verified with the Environmental Working Group by their EWG VERIFIED program. The Environmental Working Group'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.

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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>.