



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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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 2026 and Promote New Ethical Business Organization, Purpose Pledge

Top-Selling Natural Brand to Showcase Bulk Refill for Magic Soap and Partnership with Environmental Working Group

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 2026 in Anaheim, CA at booth #2840 in Hall C. At the event, Dr. Bronner's will highlight its membership in Purpose Pledge, which Dr. Bronner's co-founded last year with One Step Closer and LIFT Economy. The Purpose Pledge is a nonprofit that unites companies in a collaborative community to embed high-bar ethical practices and ensure purpose-driven businesses deliver shared benefit for people and the planet.

Dr. Bronner's will also showcase its bulk refill system for Magic Soap, in partnership with Ecourage at booth #3032 in Hall C, and the company's participation in the Environmental Working Group's EWG Verified program with its newest EWG Verified product Sal Suds.

Dr. Bronner's Activities at Natural Products Expo West

Dr. Bronner's & Purpose Pledge at Climate Day

Tuesday, March 3rd – 8:00 am to 6:00 pm

Marriott, Platinum Ballroom 6

Dr. Bronner's will join Purpose Pledge at the Climate Day Resource Fair.

Purpose Pledge Launch Video Premiere

Wednesday, March 4th – 8:30 am to 10:00 am

Marriott, Marquis Ballroom Center

A video about the fully operational launch of Purpose Pledge in 2026 will be introduced during the State of Natural & Organic keynote presentation.

Purpose Pledge Happy Hour

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

Hilton, Pacific Ballroom A

**Media are invited to RSVP to this event. 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 #2840 in Hall C

All are welcome to visit Dr. Bronner's booth to learn more about Purpose Pledge, and the company's automated bulk refill system for Magic Soap, alongside its Refill Cartons and 100% PCR plastic Magic Soap packaging options.

Dr. Bronner's Bulk Refill System at Ecourage Booth #3032

Dr. Bronner's has partnered with Ecourage and its smart refill machine, to demonstrate bulk refill of Magic Soap in reusable containers throughout the show.

Dr. Bronner's Leadership in Purpose Pledge

The Purpose Pledge is a new nonprofit organization that brings companies together in a collaborative community to solve problems and hold one another accountable for embedding high-bar ethical practices into their business models. Through shared learning and action, the Purpose Pledge makes ethical leadership operational at the most critical levels to ensure purpose-driven businesses deliver mutual benefit for people and the planet.

Dr. Bronner's is proud to be a co-founder—alongside One Step Closer and LIFT Economy—as the Purpose Pledge launches its first fully operational year following a successful 2025 pilot. The Purpose Pledge unites leading natural and organic brands dedicated to responsible and purpose-driven business. Anchored by 10 commitments across governance, operations, and supply chains, it provides companies in the food and beverage, health and wellness, personal care, and apparel sectors with a roadmap to integrate purpose into every level of their business.

To learn more about the 10 commitments of Purpose Pledge, please visit: <http://www.purposepledge.org>.

Dr. Bronner's Innovates Circular Bulk Refill Solution for Magic Soap

In 2003, Dr. Bronner's became the first U.S. brand to use 100% post-consumer recycled (PCR) plastic in its liquid soap bottles. Since then, the company has pioneered sustainability solutions for its product packaging, including 100% post-consumer recycled (PCR) paper packaging for its Magic Bar Soap, and the launch of 32oz Refill Cartons for Magic Soap in 2024, which reduced plastic consumption by 86% compared to the 100% PCR Magic Soap bottles. In its ongoing journey to fulfill the company's Zero Waste-to-Landfill commitment, Dr. Bronner's is expanding circular bulk refill solutions for Magic Soap with key partners such as Wonderfil, an automated, interactive tap-based station, and Ecourage, makers of smart refill machines that use a special bottle cap for a seamless, mess-free refill experience for consumers, in addition to its own gravity-fed program in Southern California which the company plans to expand in Northern California by the end of 2026.

Dr. Bronner's launched its Magic Soap bulk refill station pilot program in partnership with Jimbo's in 2022, and the company continues to explore viable systems for bringing circular bulk refill stations for Magic Soap to retailers nationwide. For more information about how Dr. Bronner's is addressing its plastic use, please visit: <https://info.drbronner.com/all-one-blog/2025/10/how-were-addressing-our-plastic-use>.

Dr. Bronner's Sal Suds is EWG Verified

Dr. Bronner's is proud to announce that Sal Suds Biodegradable Cleaner is the company's latest product to be verified by the Environmental Working Group. Over 40 of Dr. Bronner's products are EWG Verified. 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,

using a simple-to-understand rating system that identifies potential hazards and health concerns. To qualify for the EWG VERIFIED program, a product must meet the EWG's strict standards for health and safety. The EWG VERIFIED mark on products indicates that the brand has taken extra steps to provide transparency to EWG's scientists, who verify the safety of its product ingredients.

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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, home 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. Dr. Bronner's celebrated its 75th Anniversary in 2023.

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