



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 Launches New Pure-Castile Liquid Soap Refill Cartons in U.S. Nationwide

Top-Selling Brand of Soap Pioneers Innovation in Sustainable Packaging Solutions to Reduce Plastic Use

VISTA, CA – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, has announced the nationwide launch of a new 32 oz. Soap Refill Carton package for its Pure-Castile Liquid Soap. Now available in multiple retailers 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 Liquid Soap Refill Carton, customers will reduce their plastic use by 82% compared to the company's 32 oz. post-consumer recycled (PCR) plastic bottles. Due to the product's versatility, customers can further reduce their packaging use by refilling foaming hand soap bottles, all-purpose spray bottles, and more. Dr. Bronner's Soap Refill Carton is part of an ongoing effort by the company to reduce its plastic use and production.

"We created our Pure-Castile Liquid Soap Refill Carton to reduce the number of plastic bottles we put into the world," said David Bronner, Cosmic Engagement Officer (CEO) of Dr. Bronner's. "Ideally, the recycling rate for plastic bottles in this country would be close to 100%. Unfortunately, the rate is closer to 30%, and disposal of plastic packaging in landfills is not sustainable. We commissioned a life cycle analysis looking at what packaging material was most ecological to package our refill offering in: paper carton vs. aluminum vs. glass vs. plastic. The paper carton performed the best on every relevant ecological impact measure even when accounting for the recycling rates of each material, nationally."

Prior to developing the Refill Carton, Dr. Bronner's engaged with EcoImpact-COMPASS to conduct a life cycle analysis to determine the most ecological packaging for a refill offering. The paper carton, even if sent to a landfill, had the lowest packaging environmental impact compared to popular refill options in aluminum and glass. To see the life cycle analysis and learn more about Dr. Bronner's Pure-Castile Liquid Soap Refill Carton, or to utilize the store locator to find Soap Refill Cartons in local retailers, please visit: <https://drbronner.com/pages/castile-soap-refill>.

Dr. Bronner's Pure-Castile Liquid Soap Refill Carton is made from 69% Forest Stewardship Council certified paper, 5% aluminum, and 26% polyethylene with a polypropylene cap. The Refill Carton reduces plastic consumption by 82% per quart compared to Dr. Bronner's 32 oz. PCR bottles. Typical carton packages for juice or plant-based milks have an interior wax lining, however, soap deteriorates this lining. To address this, the carton has a thin interior plastic lining, which greatly reduces the total amount of plastic needed to contain the soap. The company is actively working to achieve over 90% plastic reduction for the refill cartons within the next year. While recycling programs vary throughout the country, consumers can find more information about what local recycling facilities accept at: <http://www.earth911.com>.

“Dr. Bronner’s and our customers are very eco-conscious. We seek to ‘Treat the Earth Like Home’ in all we do. For years, our customers have been asking us to package our soap with less plastic. This new packaging is a crucial step in addressing our plastic use as a company,” said Michael Bronner, President of Dr. Bronner’s. “About 15 years ago, we were among the first adopters of 100% PCR plastic bottles for liquid soaps, and now are taking the next step by improving our packaging with this Soap Refill Carton option. It is imperative that we reduce our collective use of plastic on Earth.”

Dr. Bronner’s Pure-Castile Liquid Soaps remain available in PCR plastic bottles—a packaging innovation which Dr. Bronner’s helped pioneer more than fifteen years ago. The company was among the first American companies to package liquid soaps in 100% PCR plastic bottles. In addition to the new Soap Refill Carton, the company encourages customers to shop bulk one-gallon and five-gallon options and refill in-store where available.

Product Information

Dr. Bronner’s 32 oz. Pure-Castile Liquid Soap Refill Carton has an MSRP of \$16.99. It is available in eight scents: Almond, Baby Unscented, Citrus, Eucalyptus, Lavender, Peppermint, Rose, and Tea Tree.

For product images, please visit: <https://info.drbronner.com/media-center/images>.

Dr. Bronner’s Pure-Castile Liquid Soap will continue to be available in PCR bottles in the following sizes and MSRP: 2 oz. \$3.19; 4 oz. \$4.80; 8 oz. \$7.30; 16 oz. \$11.80; 32 oz. \$19.32; 1 Gallon \$68.96; 5 Gallon \$344.80.

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Founded in the U.S. in 1948, Dr. Bronner’s is the top-selling natural brand of soap in North America and a leading 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 progressive business practices is part of the company’s mission to put into practice the “All-One” philosophy printed on the company’s iconic soap labels. The company caps executive salaries at 5 times its lowest paid fully vested position and donates all profits not needed for business development. In 2023, Dr. Bronner’s generated an estimated \$199.5 million in net revenue and gave more than \$5 million to charitable and activist causes.

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