



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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## **Dr. Bronner's Honors Earth Month Through Global 'Heal Earth with Magic Soap!' Campaign**

### ***Globally Renowned Natural Brand of Soap Highlights its Commitment to Regenerative Organic Agriculture and Climate Action***

**London, UK** - Dr. Bronner's, the globally renowned family-owned natural brand of soap, will launch its 'Heal Earth with Magic Soap!' campaign this April in honour of Earth Month. The campaign will promote the company's commitment to regenerative organic agriculture and climate action. Dr. Bronner's products are distributed in more than 40 countries, and throughout Earth Month, its global partners will help raise awareness of the shared responsibility to heal the planet, with a focus on why sourcing from regenerative organic agriculture matters. The campaign will leverage in-store signage, social media posts, and other activations.

*"At Dr. Bronner's, we believe that combating a warming planet demands a fundamental shift in how we grow and source ingredients,"* said Michael Bronner, President of Dr. Bronner's and grandson of company founder Emanuel Bronner. *"We are committed to meeting high social and environmental standards for our products, which is why our major ingredients are Regenerative Organic Certified. This approach helps mitigate climate change, promotes fairness for farmers, and supports the well-being of their communities. For Dr. Bronner's, the magic of our soap is not just in the product itself, but how it's made every step of the way."*

Dr. Bronner's demonstrates the power of regenerative organic agriculture in building a more sustainable future by offering organic and fair-trade products made with simple, pure ingredients. Dr. Bronner's offers real soap with a rich lather and a nourishing blend of Regenerative Organic Certified oils to clean the body, hands, and face.

Dr. Bronner's works to 'Heal Earth with Magic Soap!' by:

- Sourcing all its major raw materials for its biodegradable, plant-based products from certified organic and certified fair trade projects around the world.
- Supporting thousands of smallholder farmers through fair prices and wages, including from Ghana (palm oil), Palestine and Israel (olive oil), and Sri Lanka (coconut oil).
- Working directly with farmers to increase knowledge and skills for the implementation of regenerative organic agriculture, which includes carbon-sequestering farming practices such as minimal tillage, diverse crop rotation, composting, and cover cropping.

- Donating all profits not needed for business development. In 2025, Dr. Bronner's gave an estimated \$5.5 million to support activist and charitable causes. In the UK, Dr. Bronner's supports: Ecohustler, Surge Activism and Emmaus Brighton & Hove.

Dr. Bronner's maintains the following certifications to ensure its supply chain and products meet the highest social and environmental standards. Through these commitments, Dr. Bronner's treats every month as Earth Month:

- Regenerative Organic Agriculture: Dr. Bronner's Liquid & Bar Magic Soaps are made with Regenerative Organic Certified oils
- Fair Trade: Fair for Life
- No Animal Testing: Coalition for Consumer Information on Cosmetics
- Vegan: Vegan Action (excludes lip and body balms)
- Health: Environmental Working Group Verified

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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 2025, Dr. Bronner's generated an estimated \$250 million in net revenue and gave an estimated \$5 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.co.uk>