



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

Lilia Letsch 541-579-3656

lilialetsch@drbronner.com

Dr. Bronner's Launches Pure-Castile Liquid Soap Refill Cartons Across Canada

Top-Selling Natural Brand of Soap in North America Expands Pioneering Packaging to Canada to Further 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 launch of its 946 mL Magic Soap Refill carton for its pure-castile liquid soap in Canada. Now available in multiple retailers across Canada, the carton can be used to refill existing bottles or other containers for personal care and home cleaning use. By purchasing a refill carton instead of a new bottle of the same size, customers can reduce their plastic use by up to 86% compared to the company's 946 mL 100% 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 Magic Soap Refill carton was initially launched in the U.S. in 2024 and is part of an ongoing effort by the company to reduce its use and production of plastic.

"We created our Pure-Castile Magic 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.

Prior to developing the Magic Soap Refill carton, Dr. Bronner's engaged with the company, EcoImpact-COMPASS, to conduct a life cycle analysis in the U.S. to determine the most ecological packaging for a refill offering. The paper carton, even if sent to a landfill, had the lowest environmental impact for packaging compared to popular refill options in aluminum and glass. To find Dr. Bronner's Magic Soap Refill cartons in local retailers, please visit: <https://www.drbronner.com/pages/store-locator>.

Dr. Bronner's Magic 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 86% per Dr. Bronner's 946 mL bottle. 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 continue to increase the plastic reduction percentage per carton.

"Dr. Bronner's and our customers are very eco-conscious. We seek to 'Treat the Earth Like Home' in all we do," said Michael Bronner, President of Dr. Bronner's. "For years, our customers have been asking us to package our soap with less plastic. This packaging is a crucial step in addressing our plastic use as a company."

Dr. Bronner's Pure-Castile Magic 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 companies in the U.S. to package liquid soaps in 100% PCR plastic bottles.

Product Information

Dr. Bronner's is available in eight scents: Almond, Baby Unscented, Citrus, Eucalyptus, Lavender, Peppermint, Rose, and Tea Tree.

Dr. Bronner's Pure-Castile Magic Soap will continue to be available in PCR bottles in the following sizes: 59 mL, 237 mL, 473 mL, 946mL, 3.8 L.

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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 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 \$5.5 million to charitable and activist causes. To-date Dr. Bronner's has donated over \$100 million since 1998. Furthermore, the company donates 1% of its sales in Canada each year to local organizations working for social justice, animal rights, and environmental sustainability.

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