



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 Pure-Castile Magic Soaps

Dr. Bronner's Magic Soaps Offer Versatility & Ecological Ethos

VISTA, CA - Dr. Bronner's Pure-Castile Magic Soap formula is simple and ecological, based on Old World quality and expertise, yielding soaps unlike any other. Made with a combination of Regenerative Organic Certified oils including extra virgin coconut, jojoba and hemp oils, together with pure essential oils, Magic Soap is a true soap that cleans effectively without being abrasive and produces a rich, smooth lather that leaves the skin silky-smooth and refreshed. No synthetic foaming agents, thickeners or preservatives are used. Rather, natural plant-derived Vitamin E and citric acid protect freshness, and the 18-in-1 Pure-Castile Magic Soaps are three times more concentrated than other body cleansers on the market, thus conserving packaging materials.

Packaged in 100% post-consumer recycled plastic bottles and Refill Cartons for the 18-in-1 Pure-Castile Magic Soaps, and 10% Hemp-Flax, 90% post-consumer recycled paper for All-One Pure-Castile Magic Bar Soaps, Dr. Bronner's Magic Soaps are available in Peppermint, Lavender, Almond, Tea Tree, Eucalyptus, Unscented Baby-Mild, Rose and Citrus.

INGREDIENTS:

18-in-1 Pure-Castile Magic Soap (Unscented Baby-Mild): Water, Organic Coconut Oil*, Potassium Hydroxide**, Organic Palm Kernel Oil*, Organic Olive Oil*, Organic Hemp Seed Oil*, Organic Jojoba Wax, Citric Acid, Tocopherol

All-One Pure-Castile Magic Bar Soap (Unscented Baby-Mild): Organic Coconut Oil*, Organic Palm Oil*, Sodium Hydroxide**, Water, Organic Olive Oil*, Organic Hemp Seed Oil*, Organic Jojoba Wax, Sea Salt, Citric Acid, Tocopherol

*Certified Fair Trade

**None remains after saponifying oils into soap and glycerin

Magic Soap and Magic Bar Soap scented varieties also contain the following:

Peppermint – Mentha Arvensis, Mentha Piperita, Limonene

Lavender – Lavandin Extract, Lavender Extract, Geraniol, Limonene, Linalool

Almond – Natural Almond Fragrance, Benzyl Alcohol, Limonene

Tea Tree – Tea Tree Extract, Limonene, Linalool

Eucalyptus – Organic Eucalyptus Oil, Limonene

Rose – Natural Rose Fragrance, Citronellol, Geraniol, Limonene, Linalool

Citrus – Organic Orange Oil, Organic Lemon Oil, Organic Lime Oil, Limonene, Citral, Linalool

Fair Trade

Since 2008 Dr. Bronner's has been certified Fair Trade for all major raw materials (representing over 95% of annual agricultural volume) by the respected Swiss Certifier IMO. Shifting supply chains to use certified Fair Trade ingredients makes a big difference in the lives of several thousand farmers and workers – and is money well spent. Along with their families and communities, farmers and workers benefit from fair prices, living wages and funding for local development projects.

Regenerative Organic Certified

Regenerative Organic Certified is the world's leading certification program to ensure the highest standards are met for soil health, animal welfare, and farmworker fairness. Dr. Bronner's Pure-Castile Magic Soap is made with a nourishing blend of Regenerative Organic Certified oils. As of 2025, more than 18 million acres of agricultural land have transitioned to Regenerative Organic Certified since the certification's founding in 2017. Dr. Bronner's has transitioned more than 75,000 acres of its agricultural supply chain to become Regenerative Organic Certified.

No Animal Testing and Vegan

Dr. Bronner's qualifies for the rabbit and stars logo of the Coalition for Consumer Information on Cosmetics (CCIC). This logo certifies that the product and its ingredients are not tested on animals. The CCIC, a coalition of animal rights organizations, requires independent audit for confirmation. Dr. Bronner's Pure-Castile Magic Soaps do not contain animal products.

Dr. Bronner's has also obtained vegan certification from Vegan Action for all offerings that contain no animal-derived ingredients (this excludes lip and body balms), and the company is registered with the Vegan Society in the U.K. Vegetarian and animal welfare advocacy are a core focus of Dr. Bronner's activism efforts.

EWG Verified

Dr. Bronner's Pure-Castile Magic Soaps* 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.

**Dr. Bronner's Eucalyptus Liquid and Bar Soap are not currently EWG Verified because the level of eucalyptus essential oil used exceeds the limit under EWG Verified criteria. Dr. Bronner's uses approximately 2% organic eucalyptus oil in their soaps to give it the invigorating kick customers love but the acceptable limit for EWG verification is only 0.74%. While EWG Verified has set a low limit for the use of this ingredient in EWG Verified products, Dr. Bronner's Eucalyptus Liquid and Bar Soaps are safe to use as instructed.*

Product Images

High-res photos of all of Dr. Bronner's products are available at:
<https://www.drbronner.com/media-center/images/>.

Manufacturer's Suggested Retail Price

18-in-1 Pure-Castile Magic Soaps packaged in 100% PCR bottles: 3.4 oz. \$4.69; 8 oz. \$7.69; 16 oz. \$11.99; 32 oz. \$17.19; 1/2 Gallon \$33.99, 1 Gallon \$64.99

18-in-1 Pure-Castile Magic Soaps packaged in Refill Cartons: 32 oz. \$16.49

All-One Pure-Castile Magic Bar Soaps: 5 oz. \$5.19

Availability

Dr. Bronner's Pure-Castile Magic Soaps are sold online at Dr. Bronner's web store: <http://www.drbronner.com>, as well as natural product retailers nation-wide in addition to many other grocers and retailers.

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, when leadership was transferred to the current generation which runs the company today.

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