



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 All-One Toothpaste

Low-Foaming Fair Trade Toothpaste Formula Freshens Breath and Whitens Teeth in Peppermint, Cinnamon, Anise, and Spearmint Flavors

VISTA, CA – Dr. Bronner's All-One Toothpaste low-foaming formula reduces plaque, whitens teeth and freshens breath—yielding a tingling clean feeling unlike any other. Made with 70% organic ingredients, including fair trade and organic coconut flour and coconut oil which aid as a mild abrasive, Dr. Bronner's All-One Toothpaste is vegan, fluoride-free, non-GMO certified, and NSF certified, and contains all natural flavors. Available in Peppermint, Cinnamon, Anise, and Spearmint flavors, and packaged in 100% recyclable boxes and tubes, Dr. Bronner's All-One Toothpaste is available at retailers nationwide wherever Dr. Bronner's products are sold, for trusted Dr. Bronner's cleanliness from head to toe.

INGREDIENTS:

Peppermint – Organic Glycerin*, Organic Aloe Barbadensis Leaf Juice, Hydrated Silica, Calcium Carbonate, Xanthan Gum, Sodium Bicarbonate (Baking Soda), Potassium Cocoate (made with Organic Coconut Oil**), Organic Mentha Piperita (Peppermint) Oil, Organic Mentha Arvensis (Menthol) Crystals, Organic Cocos Nucifera (Coconut) Flour, Organic Cocos Nucifera (Coconut) Oil**, Tocopherol, Citric Acid, Organic Stevia Rebaudiana Leaf / Stem Extract

*Sourced from Organic Soy

**Certified Fair Trade Ingredient

Cinnamon – Organic Glycerin*, Organic Aloe Barbadensis Leaf Juice, Hydrated Silica, Calcium Carbonate, Xanthan Gum, Sodium Bicarbonate (Baking Soda), Potassium Cocoate (made with Organic Coconut Oil**), Organic Cinnamomum Cassia (Cinnamon) Oil, Organic Mentha Arvensis (Menthol) Crystals, Organic Cocos Nucifera (Coconut) Flour, Organic Cocos Nucifera (Coconut) Oil**, Tocopherol, Citric Acid, Organic Stevia Rebaudiana Leaf / Stem Extract

*Sourced from Organic Soy

**Certified Fair Trade Ingredient

Anise – Organic Glycerin*, Organic Aloe Barbadensis Leaf Juice, Hydrated Silica, Calcium Carbonate, Xanthan Gum, Sodium Bicarbonate (Baking Soda), Potassium Cocoate (made with Organic Coconut Oil**), Organic Illicium Verum (Anise) Seed Oil, Organic Mentha Arvensis (Menthol) Crystals, Organic Cocos Nucifera (Coconut) Flour, Organic Cocos Nucifera (Coconut) Oil, Tocopherol, Citric Acid, Organic Stevia Rebaudiana Leaf / Stem Extract

*Sourced from Organic Soy
**Certified Fair Trade Ingredient

Spearmint – Organic Glycerin*, Organic Aloe Barbadensis Leaf Juice, Hydrated Silica, Calcium Carbonate, Xanthan Gum, Sodium Bicarbonate (Baking Soda), Potassium Cococate (made with Organic Coconut Oil**), Organic Mentha Spicata (Spearmint) Oil, Organic Mentha Arvensis (Menthol) Crystals, Organic Cocos Nucifera (Coconut) Flour, Organic Cocos Nucifera (Coconut) Oil**, Tocopherol, Citric Acid, Organic Stevia Rebaudiana Leaf / Stem Extract

*Sourced from Organic Soy
**Certified Fair Trade Ingredient

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.

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 All-One Toothpaste does 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.

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

All-One Toothpaste: \$7.99 per 5 oz tube; \$2.69 per 1 oz travel size tube.

Availability

Dr. Bronner's All-One Toothpastes is sold online at Dr. Bronner's web store, as well as natural product retailers nation-wide in addition to many other grocers and retailers.

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

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