



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

**FOR IMMEDIATE RELEASE**  
May 18, 2026

**CONTACT:** Ryan Fletcher 202-641-0277  
[ryan@drbronner.com](mailto:ryan@drbronner.com)  
Lilia Letsch 541-579-3656  
[lilialetsch@drbronner.com](mailto:lilialetsch@drbronner.com)

## **Dr. Bronner's Remixes Iconic Label on Limited-Edition Cherry Blossom Pride Soap to Proclaim "Pride! Joy! Solidarity!" Available in June and July 2026**

### ***Label Celebrates Pride, Affirms Dr. Bronner's Commitment to Protect LGBTQ+ Rights and Freedom of Expression, Declares Support for the ACLU Foundation***

**VISTA, CA** – Dr. Bronner's, the top-selling natural brand of soap in North America, is launching a limited-edition Cherry Blossom Pride Soap featuring a rainbow colored label proclaiming "Pride! Joy! Solidarity!" The 32oz bottles will be available online and in retailers across the U.S. during June and July 2026 and highlight the company's commitment to LGBTQ+ rights and freedom of expression. To view the Pride Soap label, please visit: <https://info.drbronner.com/wp-content/uploads/2026/05/bronner-US-liquid-32oz-pride-OL32CBUSP6-01.jpg>.

"At a time when alarming rhetoric, harmful policies, and an out of control administration seek to divide us and oppress the LGBTQ+ community in a variety of ways, including denying people their right to express their gender freely, we are taking a stand to speak out and step up our support while celebrating Pride and LGBTQ+ communities," says David Bronner, Cosmic Engagement Officer (CEO) of Dr. Bronner's. "My grandfather's message, 'We are All-One or None! All-One!' which has adorned our soap labels since he founded the company in 1948, is at the heart of all we do and couldn't be more relevant today."

The special label on Dr. Bronner's Pride Soap explains why Dr. Bronner's has committed \$100,000 per year from 2026 to 2028 to the American Civil Liberties Union Foundation in support of its work to safeguard LGBTQ+ rights. Customers are encouraged to learn more and take action with the ACLU via a QR code on the label. Dr. Bronner's has designed its digital advertising and social media efforts for this campaign to celebrate and empower the LGBTQ+ community in and outside the company. Namely, some of Dr. Bronner's LGBTQ+ employees will be featured in the company's marketing materials and the company is also engaging LGBTQ+ content creators in an extensive campaign to support the work of these creators and promote its Pride Soap and related message.

"When the president says you don't exist, which is what happened to millions of people when he signed an executive order declaring there are only two genders, then it's on all of us to rise up, speak out, and stand with the LGBTQ+ community now more than ever," says Michael Bronner, President of Dr. Bronner's. "In this moment of rising division, we must do our part to help ensure that everyone can live openly, safely, and with the dignity we all deserve. Dr. Bronner's is taking action the best way

we know how—through speaking out on our product label, empowering our employees, and by donating profits to support the ACLU Foundation’s nationwide advocacy to protect LGBTQ+ rights.”

The ACLU works to defend and advance fundamental rights and liberties guaranteed by the U.S. Constitution. In recent years, states have advanced a record number of bills that attack LGBTQ+ rights—especially targeting transgender people. The ACLU is fighting against these cruel attacks nationwide, to ensure that lesbian, gay, bisexual, transgender, and queer people can live openly without discrimination, enjoy equal rights, personal autonomy, and freedom of expression and association. To coincide with promotions of its Pride Soap, in June and July of 2026, Dr. Bronner’s will promote the ACLU’s educational and action-oriented resources in support of LGBTQ+ rights. To learn more about Dr. Bronner’s support for the ACLU Foundation, please visit: <http://www.aclu.org/drbronnners>.

“Dr. Bronner’s vocal support and financial commitment to the ACLU Foundation is an example of how companies can use their resources to protect civil liberties and advance equality at a time when many of our communities are under attack,” said Sruti Swaminathan, Senior Staff Attorney of the ACLU’s LGBTQ & HIV Project. “The ACLU is proud to defend the liberty and dignity of all people, including transgender people, at a pivotal moment in our country’s history and a dangerous time for LGBTQ people and our families. In the courts, in Congress, and in our communities, we will never give up the fight for the freedom and equality of all.”

Alongside Dr. Bronner’s support for the ACLU Foundation, the special label lists LGBTQ+ led organizations advancing grassroots change locally and in the world at-large that the company is supporting in 2026, many of which Dr. Bronner’s has supported for a number of years. The organizations listed are as follows: Chacruna Institute for Psychedelic Plant Medicines, Familia: Trans Queer Liberation Movement, Gender Illumination, North County LGBTQ Resource Center, Safe Place International, The Okra Project, Trans Empowerment Project, TransFamily Support Services, TransVisible Montana, and VINE Sanctuary.

Dr. Bronner’s limited-edition Cherry Blossom Pride Soap is wrapped in a rainbow-colored label inspired by Gilbert Baker’s original design of the Pride flag but turned upside down as a sign of distress to reflect how LGBTQ+ communities are under attack. The Pride Soap is available in 32oz PCR plastic bottles with a MSRP of \$17.99 and available only for limited time throughout June and July of 2026 in as many as 475 brick-and-mortar retailers, including: Berkeley Bowl, Down to Earth, Good Earth, National Co+op Grocers, New Seasons, Rainbow Grocery Cooperative, Town & Country, and Whole Foods Market. The Pride Soap will also be sold online through Dr. Bronner’s webstore at [drbronner.com](http://drbronner.com) and through Amazon. To view the Pride Soap bottle, please visit: <https://info.drbronner.com/wp-content/uploads/2026/05/dr-bronnners-pure-castile-liquid-soap-32oz-pride-cherry-blossom-1-us.jpg>.

As part of the company’s 2026 Pride campaign, Dr. Bronner’s Magic Foam Experience, the company’s novel and exhilarating mobile foam shower and spray-foam experience, will participate in Pride parades and celebrations around the country in 2026, including: Pride by the Beach, Oceanside, CA on Saturday, June 6, 2026; Capital Pride, Washington, D.C. on Sunday, June 20, 2026; San Diego Pride Parade, San Diego, CA on Saturday, July 18, 2026; Atlanta Pride Parade, Atlanta, GA on Saturday, October 10, 2026.

## **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>.