



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 Releases 2026 *All-One! Report*

Inside the Top-Selling Natural Brand of Soap: Annual Impact Report Shares Insights from Employees and Leadership on "How Practice Makes Purpose"

VISTA, CA – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, has published its twelfth annual *All-One! Report*. Recent articles in *The Wall Street Journal* and *Inc. Magazine* have reported on Dr. Bronner's commitment to its social and environmental mission. The popular brand's own 2026 impact report offers readers a closer look at that commitment from the inside. Through a collection of articles, graphics, and data, leadership and employees share examples of what being purpose driven means to Dr. Bronner's. To view the 2026 *All-One! Report*, visit: <https://www.drbronner.com/pages/all-one-report-2026>.

In the introduction, David and Michael Bronner, Dr. Bronner's CEO and President, explore their commitment to the idea that "Practice Makes Purpose" and explain why the company operates as an engine for positive social change every day of the year. They summarize last year's outstanding efforts related to current events and the company's operations, including supporting LGBTQ rights and the movement for a ceasefire in Gaza, upholding its Diversity, Equity, and Inclusion commitments despite opposition to such practices from the administration, transitioning ownership of its chocolate line, giving up its B Corp Certification due to ethical concerns, and joining the Purpose Pledge community.

"At Dr. Bronner's, our mission and values guide us, but purpose is not proven by intention alone. It is demonstrated through action and practice. Our teams and staff work hard across the company year-round to ensure that the way we operate reflects the principles we stand for. Being a purpose-driven company is always a work in progress. As we look back on 2025, we reflect on the progress we made and how we put our purpose into practice," write Dr. Bronner's Cosmic Engagement Officer (CEO), David Bronner and President, Michael Bronner in the introduction to the report.

Inside the 2026 *All-One! Report*

Dr. Bronner's 2026 *All-One! Report* is anchored by the company's six Cosmic Principles and the ten commitments of the Purpose Pledge, a coalition of purpose-led companies Dr. Bronner's co-founded last year. These frameworks guide the report's articles and data, which examine the company's work across six key areas of influence: Company and Mission; Customers; Employees; Suppliers; the Environment; and the broader Community. Written by Dr. Bronner's employees and leadership, the introduction and twelve articles explore key initiatives through the lens of these principles and commitments.

One article about Dr. Bronner's commitment to employees describes how the company's task force on poverty and homelessness helped establish a small-dollar loan program. The program gives employees access to emergency funds at an interest rate of 10.24% APR, significantly lower than credit cards and payday loans. An article related to Dr. Bronner's commitment to suppliers, explains how fair trade is fundamental to regenerative organic agriculture and the company's sourcing practices. Another article about Dr. Bronner's commitment to community, explains why Dr. Bronner's encourages employees to participate in employee giving circles that help administer its philanthropy in support of specific causes.

These articles and many others aim to show that the company believes its actions are what make it truly purpose driven.

By the Numbers – Annual Impact Data

In addition to key data being highlighted alongside the report's articles, the 2026 All-One! Report also features a new, dedicated Annual Impact Data section that provides a separate overview of key information across the company, including an Activism & Advocacy Timeline; Employee Statistics; Environmental Footprint; Financial Stewardship; Memberships & Certifications; Philanthropy; Product Donations; Social Responsibility; and Supply Web. In addition to 2025 figures, comparisons from 2023 and 2024 are provided when possible. By sharing this information, the company seeks to document its progress toward its growth and improvement goals while demonstrating how it honors its ongoing commitments to making the best possible products and modeling ethical business practices.

Philanthropy, Advocacy, and Activism

In 2025, the company gave an estimated \$5,846,575 to more than 200 organizations whose work advances animal advocacy, civil & human rights, community betterment & youth services, drug policy & criminal justice reform, and environment & regenerative organic agriculture, among other issue areas. The organizations Dr. Bronner's supported through philanthropic sponsorships and charitable giving last year are listed, along with totals given to each cause area. In addition to general company giving, Dr. Bronner's All-One International Initiative, which is coordinated with the company's distributors around the world, gave more than \$245,500 in 14 markets outside the U.S. last year. The program has donated more than \$1 million to date.

An archive of previous editions of Dr. Bronner's annual *All-One! Report* is available at: <http://www.drbronner.com/media-center/all-one-reports/>.

The cover of the report and select pages feature photography by Francesca Forquet.

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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.

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