



Magic Soaps

Esquire magazine interviewed our grandfather and company founder, Dr. Bronner, for a 1973 article titled *Dr. Bronner's Magic Soap*. He loved the title so much that he added the word Magic to our product label. We've been known as Dr. Bronner's Magic Soaps ever since.

DR. BRONNER'S 2025 ALL-ONE! REPORT

What is Magic in Today's World?



David (left) & Mike Bronner (right), CEO & President

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Today, we live in a world where illusion is everywhere. The illusion that we can have everything, instantly, without consequence. Convenience capitalism has transformed daily life, offering instant access to services and products. Technology and consumer culture have made daily life feel effortless—for those who can afford it. It can seem wondrous—like magic, even.

But look closer, and the spell breaks.

Much of what passes for “convenience” is built on exploitation. Companies cut corners, abuse labor, and ignore long-term harm to deliver what ads and algorithms tell us we need, while the rich get richer in the process. The costs are hidden but they are very real. They are paid by workers, communities, and the planet. It's not innovation—it's outsourcing responsibility. It isn't magic—it's illusion. The surface is sleek, but it's hollow underneath.

**Real magic isn't a trick. It's not about hiding the cost.
It's about revealing the value.**

When a business leads with integrity—prioritizing people, sustainability, and fairness—it can be transformative. It may take more care, more effort, and more intention—but it creates trust, connection, and lasting impact. In fact, the closer you look, the better you feel. That's the kind of magic we believe in. The kind worth seeking and demanding in today's world.

People call our soap “magic” not just for what it does, but for what it represents. In a time when illusions are sold to us by mega-corporations and spun from the pul-



pits of the powerful, choosing to act with integrity is an act of defiance. Especially in a world where wrongdoing is often rewarded the most.

At Dr. Bronner's, we believe in magic you don't need to look away from. The kind that deepens with scrutiny. The kind rooted in love, justice, and care. We find magic in our work for an “All-One” world. Whether partnering with other purpose-driven businesses to raise the bar through the new effort, the [Purpose Pledge](#), or [staying the course on DEI programs](#) when the status quo tries to cancel them, the pursuit of a better, more “All-One” world takes many forms.

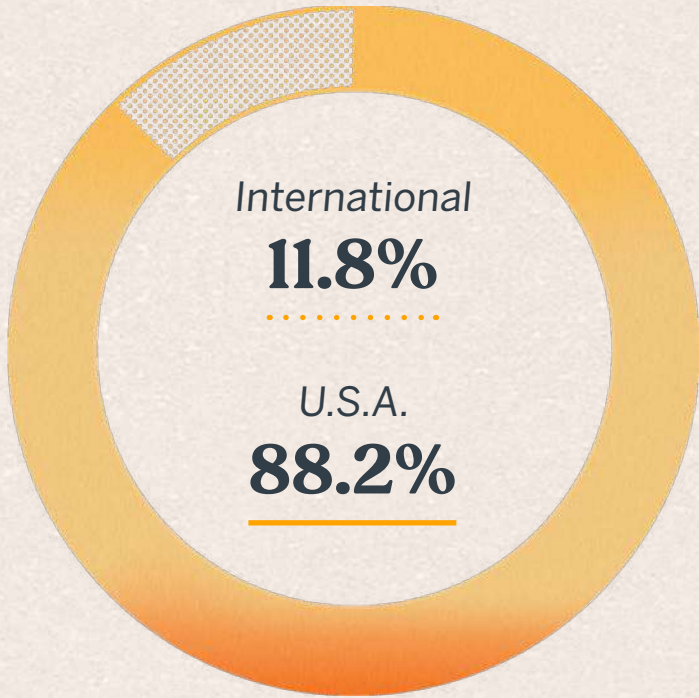
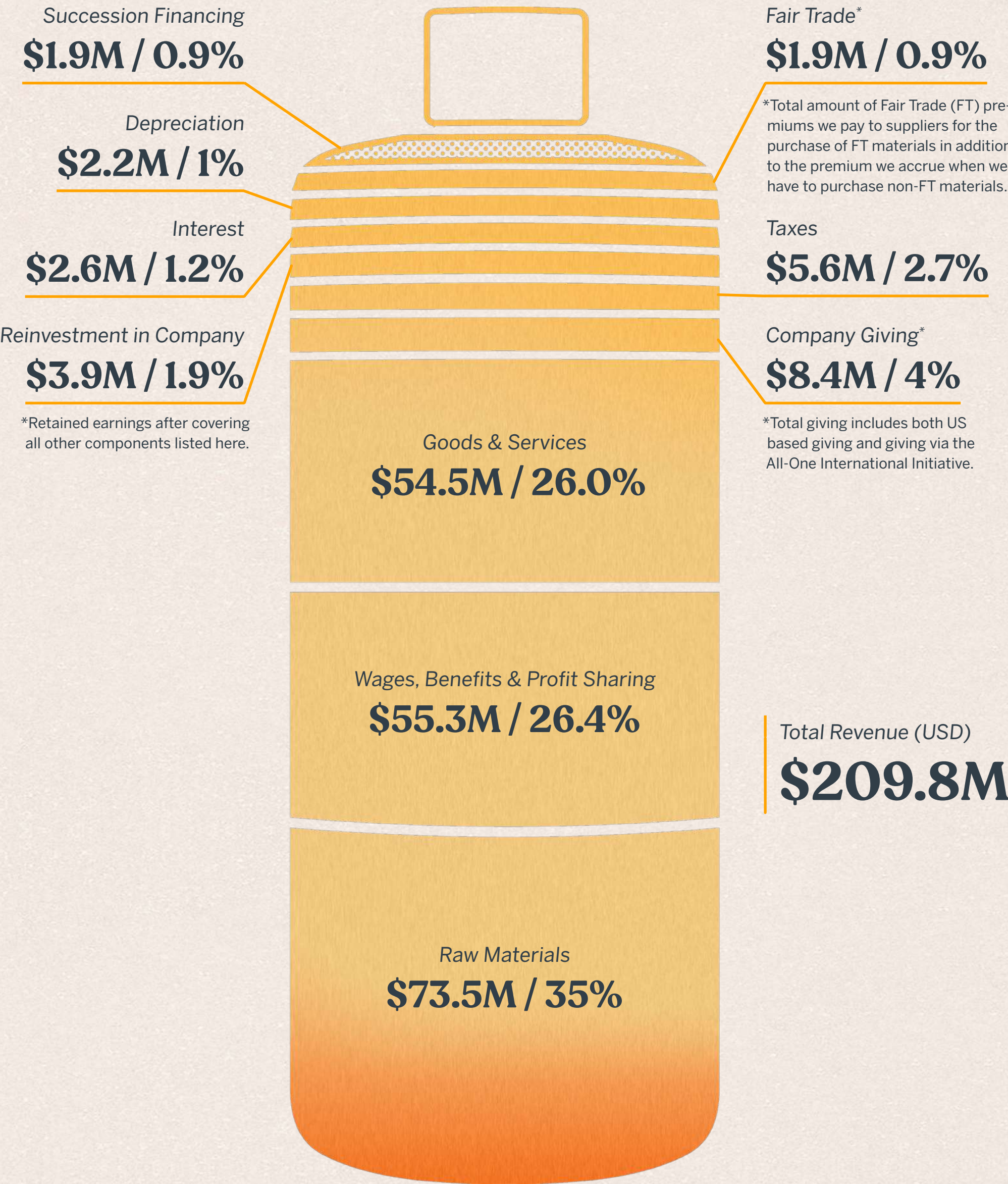
Another example is our work to grow the [Regenerative Organic Certified](#) standard—to create a global system of food and farming that nurtures communities and the Earth. Yet another is standing up for communities and people under attack, including the fight for [Migration Justice](#), efforts to [defend and empower transgender people](#), and [promoting peace in Gaza and the West Bank](#). All of these causes are connected, because as living beings, we are all connected. No one truly prospers unless we all prosper.

While consumerism and technology offer us more and more convenience, the rights and liberties of all people—and the health of our planet—are increasingly in peril.

Our mission as a company is to build community with those working for a more just and compassionate world. We strive to be an example of how people can work for good—and, along the way, grow stronger and more connected communities.

In that spirit, this All-One Report tells the stories of some of the magic our company made last year. We hope you enjoy what you discover—and that it inspires you to make some magic of your own, in service of a more just and more “All-One” world.

—David & Michael Bronner



Global Sales

- Australia
- Austria
- Belgium
- Canada
- China
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hong Kong
- Hungary
- Iceland
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Kenya
- Korea
- Lithuania
- Luxembourg
- Malta
- Mauritius
- Mexico
- Netherlands
- Norway
- Panama
- Poland
- Portugal
- Romania
- Singapore
- South Africa
- Spain
- Sweden
- Switzerland
- Taiwan
- Uganda
- United Kingdom

Centering our Frontline Employees

By Jess Stewart (Training & Development Specialist)

In 2024 over 900 people applied to work at our company. We're grateful and humbled that so many people want to work with us, but we know attracting great people is just the beginning. Dr. Bronner's is known for our generous benefits and progressive pay practices—but treating employees like family means more than free lunches or fair wages. Supporting our employees to grow, thrive, and feel truly valued requires deep listening and a willingness to try something new.

That's what led us to launch the Frontline Council—a bold initiative to thoughtfully and intentionally bring the voices representing our Production, Shipping, and Receiving departments into regular conversation with company leadership. Our

Frontline employees are the people who work directly with the manufacturing and production of our soap and other products. They receive our materials, produce and package our products, and send orders out to our customers. Frontline employees are experts in the daily operations of our company.

Launching Dr. Bronner's Frontline Council

The idea for a formal initiative to create space for leadership to listen and learn from frontline employees emerged after two of us in HR and OSI (Operational Sustainability & Innovation) attended a workshop on elevating "Frontline Voices." The

session highlighted a common, post-Covid challenge across industries: how to improve communication with frontline staff, ensure their inclusion in company initiatives, and truly meet their needs. Inspired by these powerful conversations, we—Co-Chairs Jess Stewart (Training and Development Specialist) and La-Rene Malcolm (Director of Quality, Inclusion



Strategist)—spent two years developing a unique solution rooted in our company mission and culture. With support from HR, executives, managers, consultants, and frontline employees, Dr. Bronner's Frontline Council officially launched in September 2024.

Ten frontline employees were selected to join the Frontline Council. Along the way, they have shared their perspectives and helped shape the future of this effort.

In just a few months, the Council has already:

- Advanced three operational decisions that affect daily business
- Contributed feedback and insight to leadership on seven company initiatives
- Completed training on eight "soft skills," including: providing feedback, critical thinking, and decision making
- Held meetings to interface with four senior company leaders and other C-Suite executives who support the ecosystem of day-to-day operations

The Frontline Council has already accomplished so much—learning from one another, building trust, and creating an intentionally safe space in the spirit of collaboration, reflection, and growth. Through it all, we've seen firsthand how powerful this kind of connection can be.

Now company executives have a direct line of communication with staff members who represent those most impacted by high-level decision making—the employees who are directly responsible for putting Dr. Bronner's products into the world. Through this journey, the Frontline Council members build community and real influence with their peers. What began as a new idea has become a transformational resource.

We are very pleased with the progress of this initiative and are especially proud of the employees who make up the Frontline Council. They have shown tremendous honesty, curiosity, and commitment to growth. Thank you for your work!

Dr. Bronner's Frontline Council:

- Rosario Briseno, Product & Packaging Associate
- Sara Cardenas Reynoso, Product & Packaging Associate
- Ivan Hernandez, Receiving Associate
- Jesus Zepeda, Receiving Associate
- Mauro Naranjo Mesinas, Shipping Associate
- Adan Vargas, Shipping Associate
- Dulce Nichol, Product & Packaging Associate, Liquid Soap
- Cristhian Aparicio, Product & Packaging Associate, Liquid Soap
- Eric Christensen, Product & Packaging Associate, Liquid Soap
- Michael Maroun, Product & Packaging Associate, Liquid Soap
- La-Rene Malcolm, Frontline Council Co-Chair
- Jess Stewart, Frontline Council Co-Chair

The best parts of this program are yet to come! All-One!



Dr. Bronner's 2024 (and first!) Frontline Council team



Our Lavender Pure-Castile Magic Bar Soap is now EWG-Verified and Regenerative Organic Certified®

Wash with a Clean Conscience

By Lani Ready (Sr. Manager, Global Compliance & Regulatory Affairs)

Consumer awareness is on the rise, and consumers expect brands to be authentic, transparent, and trustworthy. We take pride in pursuing high-bar third party certifications to not only ensure our products meet the highest standards, but also to communicate to consumers the safety of our ingredients for people and the planet.



In 2024, we stepped up our certification game by increasing the number of products certified to the stringent consumer safety criteria of EWG Verified, and the holistic agricultural standards of Regenerative Organic Certification.



EWG Verified—
Safer for you and the planet

EWG Verified is the logo that consumers trust to help them find safer and healthier products. Products with the EWG Verified logo must avoid ingredients with health, ecotoxicity or

contamination concerns, provide full transparency of ingredients including fragrance chemicals, and be backed by rigorous scientific evaluations.

These high bar standards are why we chose to add EWG Verified to our certification line-up. Forty-one of Dr. Bronner's products were or became EWG Verified by the end of 2024, and we're in the process of getting the remainder of our products EWG Verified now. Find the complete list of our Verified products on the [EWG Skin Deep® Cosmetics Database](#).



Our Path to Regenerative
Organic Certification

Regenerative Organic Certified® (ROC) is a holistic agriculture certification encompassing robust, high-bar standards for ensuring soil health and ecological land management, pasture-based animal welfare, and fairness for farmers and workers. It was created to model an ecological and ethical system for agricultural production that addresses the problems of factory farming, climate change, and economic injustice, both locally and globally.

In 2018, we began the certification journey with three of our suppliers in ROC pilot programs. In 2020, we went to market with our first ROC product, Virgin Coconut Oil, and have continued to "ROCify" our supply chains ever since. In late 2024, we achieved Regenerative Organic Certification for enough of our supply chains that our entire U.S. line of Pure-Castile Magic Soaps became eligible for Regenerative Organic Certification!

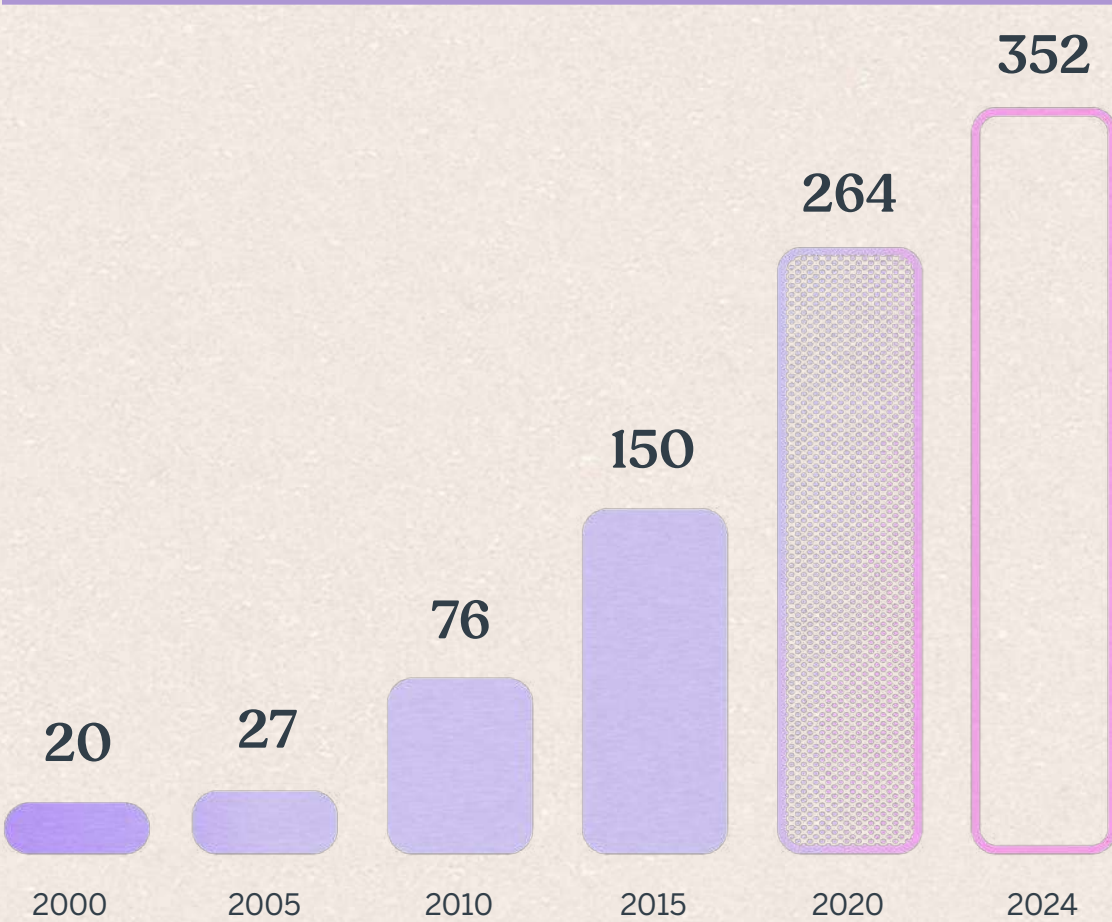
We are excited that our redesigned labels include EWG and Regenerative Organic Certified call outs and requirements! The label also updated the product name to "Magic Soap" and decreased in size to promote recyclability of our bottles and align with our commitment to reducing our packaging footprint.



“We take pride in pursuing high-bar third party certifications to not only ensure our products meet the highest standards, but also to communicate to consumers the safety of our ingredients.” —Lani Ready, Sr. Manager, Global Compliance & Regulatory Affairs

2024 Employee Statistics

Total employees in the U.S.



Employment Statistics

• Managers*	90
• Managers* promoted from within	69
• Hired externally	21
• Average age	41
• 18-24	9 / 3%
• 25-34	101 / 29%
• 35-44	113 / 32%
• 45-54	84 / 24%
• 55-64	38 / 11%
• 65+	7 / 2%
• Average tenure	7 years
• Turnover	5%

*Managers were classified as those with direct reports or individually managing a key sector of the business.

Diversity

• Employees who are BIPOC*	227 / 65%
• Hispanic/Latino/Latinx*	180 / 51%
• White	125 / 36%
• Asian	19 / 5%
• Black / African American	10 / 3%
• American Indian, Alaska Native or Indigenous*	1 / 0%
• Two or More Races	17 / 5%
• Managers who are BIPOC*	35 / 39%
• Hispanic/Latino/Latinx*	20 / 22%
• White	55 / 61%
• Asian	6 / 7%
• Black / African American	3 / 3%
• American Indian, Alaska Native or Indigenous*	0 / 0%
• Two or More Races	6 / 7%

Based on the EEO-1 form, data collection mandated by the Equal Employment Opportunity Commission from all employers with more than 100 employees.
*Non-EEO-1 term

B-Impact Score

• Total score	206.7
• Community	83.3
• Customers	4
• Environment	75.3
• Governance	15.3
• Workers	28.6

As a benefit corporation, we measure our social and environmental performance using the B Impact Assessment developed by the nonprofit B Labs, which tracks scores across five areas—community, customers, environment, governance, and workers. Note: This report includes this information because it covers 2024; however, in early 2025, Dr. Bronner's announced it will not renew its B Corp Certification when it expires in late 2025.

Wage Comparison

• Starting regular position hourly wage	\$27.28
• Percent increase from CA State min. wage (\$16/hr)	71%
• Starting temporary position hourly wage	\$24.25
• Average annual compensation increase with positive job performance	7%
• Average annual stipend pay for those who qualify	\$840

CEO-to-Worker Compensation Ratio

• Dr. Bronner's executive salary cap	5-to-1
• Average CEO-to-worker compensation ratio in the U.S.*	290-to-1

*Source: Economic Policy Institute, 2024, based on average specific firm ratios

Dr. Bronner's caps the pay of our highest-paid executives at five times that of our lowest-paid fully vested* position.

*A fully vested employee has worked at Dr. Bronner's for at least 5 years.

Veteran Status

• Veteran or currently serving	6
• Never served	91
• Participant chose not to respond	10
• Total survey responses	107

Disability Status

• Has a disability	9
• No disability	67
• Participant chose not to respond	11
• Total survey responses	87

Sexual Orientation

• LGBTQIA	7
• Heterosexual / Straight	75
• Participant chose not to respond	10
• Total survey responses	92

Gender Identity

• Woman	54
• Man	45
• Other Gender Identity (Agender, Bigender, Genderfluid, Genderqueer, Non-Binary, Transgender, Two-Spirit)	1
• Participant chose not to respond	1
• Total survey responses	101

Dr. Bronner's is committed to implementing progressive best practices related to fostering social justice, diversity, equity, and inclusion in our company. In April 2025, we invited our employees to update their self-identification selections to these categories in their employee profiles. These answers give us a window into relevant data that helps us better support and understand our employees for the purpose of furthering our Diversity, Equity, and Inclusion efforts. The data collected is from a sample of employees who chose to update their information. While this data provides more information about our employee population, we also seek to honor and recognize an employee's choice to opt out of sharing information around aspects of their identity. As such, we did not have a 100% participation rate in our recent survey. In future reports, our goal is to encourage more participation so that we can provide further insights that inform how our company operates and relates to one another.



Rising Sisterhood in our Supply Chains

By Julia Schumann (Fair Trade Programs Manager)

Dr. Bronner's is deeply committed to advancing equity in our supply chains—particularly for women and girls in the communities we work with. When I joined Dr. Bronner's in 2014, our sister company Serendipol was already engaged in work to empower women workers and other community members. Through an initial program, Serendipol provided vocational training to over 500 girls facing sexual violence. The training specializes in stitching and sewing, and the primary objective is to equip these girls with income-generating skills.

Vocational training for girls is also one of the activities Dr. Bronner's supports in India, where our peppermint is grown. When I first visited our former peppermint supply partner in India, there wasn't a single woman employed by them—and no women on the fair trade funding committee either. Historically, social projects in the region have centered around the needs of men. When we started to speak to women and children there, menstrual health emerged as an acute need. The lack of adequate products to use during menstruation leads to severe health issues, being bound to the home, and girls dropping out of school when they begin menstruating.



Education and Resources to Empower Women & Girls

That's why we have begun to distribute washable, reusable, and affordable menstrual pads to the women in the farming communities we source from. To-date, over 6,000 packages of pads have been distributed, reaching thousands of girls and women in schools and villages. The cost is minimal, but the impact is huge. With a cost of just \$2 per pack of pads, the distribution of these resources has transformed lives.

The pad project in India required me to quickly become a menstrual health and reusable menstrual product expert! It also inspired us to expand the project to other partners. In 2024, we began a menstrual health project in Ghana with CouldYou? and our sister company Serendipalm. Period poverty is a growing issue in Ghana due to high inflation rates. CouldYou? is a U.S.-based nonprofit dedicated to fighting poverty with innovative solutions. One of their projects is the CouldYou? Cup, a menstrual cup made from medical-grade silicone. It's reusable for over 10 years, costs just \$10, and comes in a locally sewn carrying bag. The distribution includes training and education to ensure proper use and understanding. While this product wouldn't have worked in India due to the cultural taboo there around menstruation, it's a perfect fit for Ghana. We've successfully educated 125 female Serendipalm employees and 365 high school students from our sex education project's partner schools, and they've given the CouldYou? Cup overwhelmingly positive feedback.

The promotion of menstrual health is a key part of our mission, but we are also exploring other areas of empowerment and are now shifting from social projects to the inclusion of women in our operational activities. As we are in the agricultural sector, producing the raw materials for Dr. Bronner's soaps, the topic of women in agriculture is of great relevance to us. Women in farming are essential to economic empowerment, food security, environmental benefits, gender equity, cultural and social impact, and resilience to climate change and disasters.

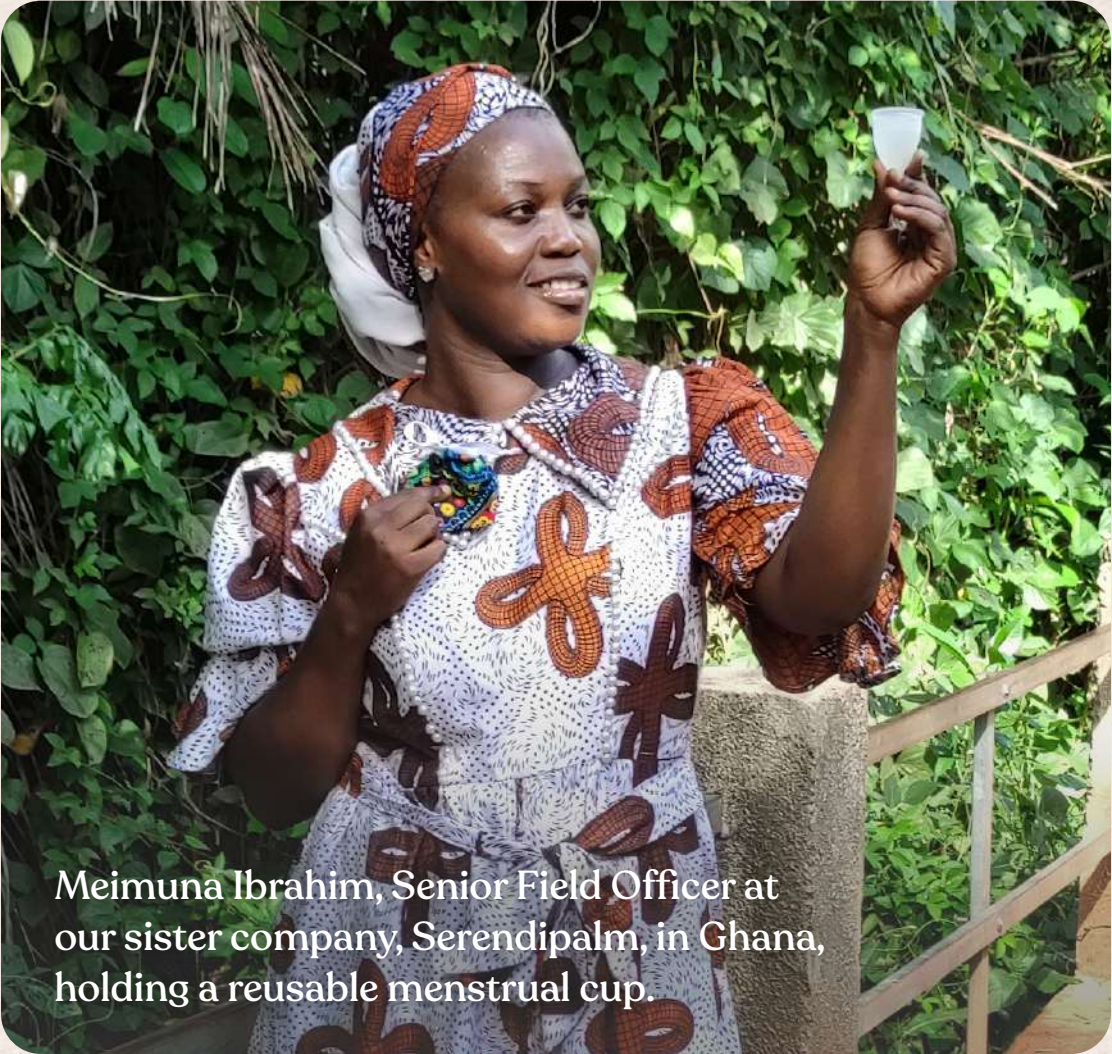
Our support for KANY, a women's cooperative in Ivory Coast, is an example of how we're actively including women in our agricultural activities. KANY farmers produce cocoa for the Magic Chocolate we helped develop, and the women are paid

fairly for their important part in cocoa production. In India, we have initiated a women farmer group with our peppermint supplier Pavitramenthe. The establishment of this group will provide farmers with income opportunities and empower women to become more independent.

Our work on women's empowerment has focused so far on younger women and girls, and this has left out women over 45 from our support projects. So, we've decided to add another element to our education and awareness programs in Ghana and India: a session on menopause. Menopause is a taboo topic in many places. Our goal for 2025 is to break the taboo, share experiences and challenges, and discuss symptoms and ways to prevent or ease them.

The women's farmer group we started in India in 2024 will hopefully be operational next year, contributing to production and providing farmers with their own income. In Ghana, where we plan to install new Dynamic Agroforestry fields, we are already thinking about how to involve women in training and jobs. In KANY, we hold a "WE Day"—it stands for "Women Empowerment" and engages women in discussions and creative activities to reflect on their roles and skills.

In the spirit of Dr. Bronner's All-One mission, this important work is happening not only in our supply chains, but also at Dr. Bronner's headquarters in Vista. Menopause education is part of the health plan for all employees and can help support them during this time in their lives. Dr. Bronner's is committed to lifting women up and helping them thrive.



Meimuna Ibrahim, Senior Field Officer at our sister company, Serendipalm, in Ghana, holding a reusable menstrual cup.

Key Milestones & Impact:

- **500 girls trained in vocational skills** in Sri Lanka since 2013
- **6,000+ reusable menstrual pads** distributed, transforming lives across India
- **500 menstrual cups** distributed in Ghana, empowering women and girls with sustainable products
- **Support for KANY cooperative** in Ivory Coast, promoting gender equity in cocoa production
- **Launch of women's farmer groups** in India, providing income and training opportunities for women in agriculture



Shakuntla Devi, farmer
with our peppermint
supplier Pavitramenthe

“Women in farming are essential to economic empowerment, food security, environmental benefits, gender equity, cultural and social impact, and resilience to climate change and disasters.”

—Julia Schumann, Fair Trade Programs Manager



2024 Fair Trade Suppliers

Fair Trade Relationships

• Number of Fair Trade supplier partners	14
• Number of countries from where Fair Trade ingredients are sourced	12
• Average duration of supplier relationships	11 years
• Longest trading partnership	19 years, Olive Oil
• Fair Trade suppliers engaged > 5 years	86%
• Direct trading partnerships*	71%

In 2024, Dr. Bronner's worked with 14 Fair Trade certified suppliers, some being owned affiliates, others are close partners or indirect suppliers. While we are not the exclusive buyer for most, we report our full supplier impact and to ensure meaningful representation, we are also now including the proportionality of production data (farmers, training, acreage, carbon farming) based on Dr. Bronner's related contributions; we also excluded the production data from two suppliers as Dr. Bronner's comprises less than 5% of their Fair Trade sales. *Considered indirect if Dr. Bronner's purchases are made through brokers.

Farmer Demographics

Total Reported by Partner / Dr. Bronner's Contribution

• Total number of smallholder farmers	18,122 / 64%
• Female	7,420 / 57%

Farmer Training

Total Reported by Partner / Dr. Bronner's Contribution

• Farmers converted to organic agriculture	2,203 / 53%
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Carbon Farming

Total Reported by Partner / Dr. Bronner's Contribution

• Acreage of agroforestry installed	2,515 / 61%
• Number of trees planted by partners	784,149 / 71%

Acres Under Cultivation

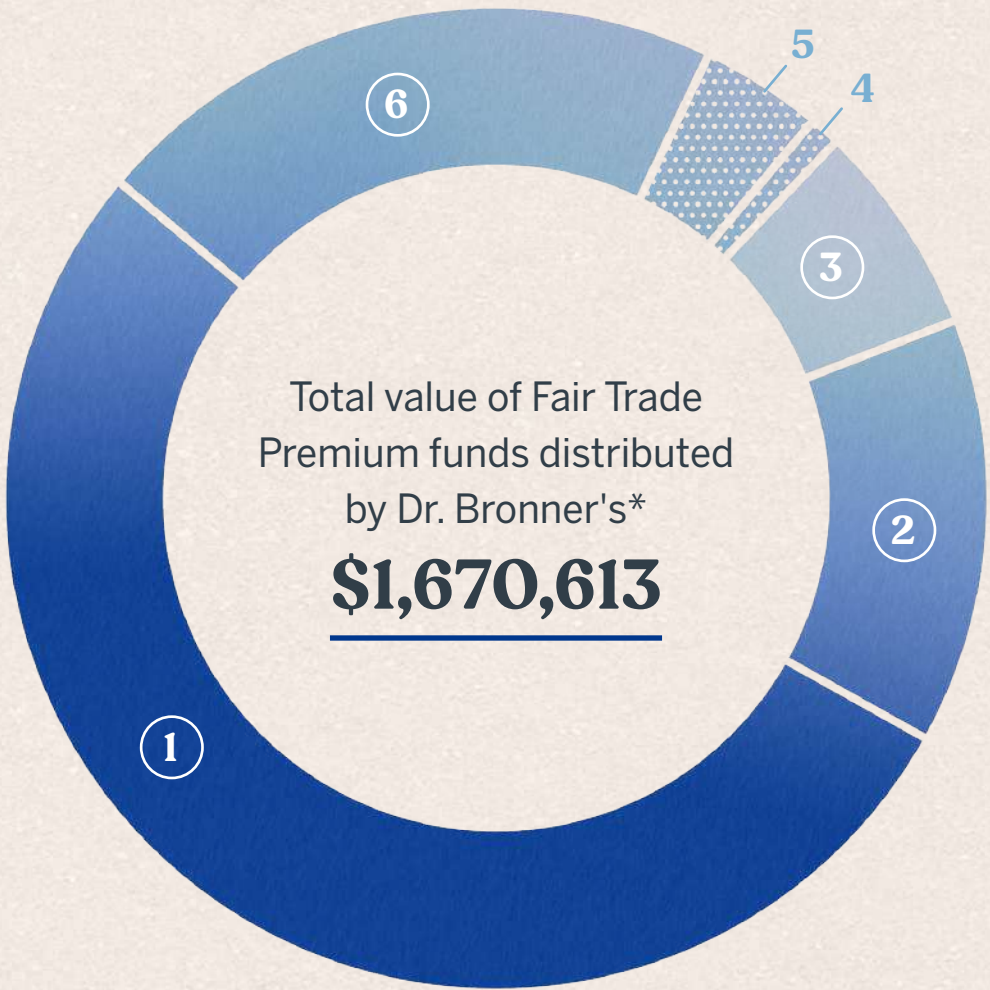
Total Reported by Partner / Dr. Bronner's Contribution

• Organic Certified	152,529 / 82%
• Acres converted to organic agriculture	8,295 / 62%
• Regenerative Organic Certified (ROC)	52,783 / 68%
• ROC acreage 2022	27,288 acres
• ROC acreage 2023	35,986 (+32% increase)
• ROC acreage 2024	52,783 (+47% increase)

Fair Trade Sourcing

• Total Fair Trade ingredients used by Dr. Bronner's	7,542 MT
• Total value (USD) of Fair Trade ingredients sourced by Dr. Bronner's	\$21,159,356

Fair Trade Supply Chain Impact



- Community projects financed with Fair Trade premium funds:
 - 1. Farmer support: **53%**
 - 2. Health: **14%**
 - 3. Education: **7%**
 - 4. Water & Sanitation: **1%**
 - 5. Infrastructure: **4%**
 - 6. Other: **21%**

*Fair Trade Premiums are additional funds that have been paid by Dr. Bronner's to fair trade certified partners for use on projects based on the needs of the producers, workers, and community members in their program scope. This is in addition to the funds paid for the purchase of the ingredients themselves.

Advancing the Refill Revolution!

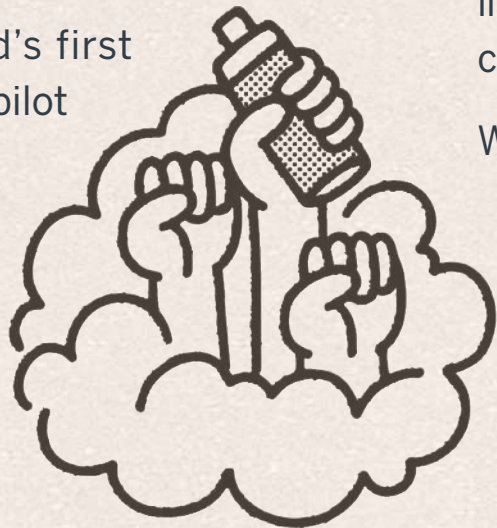
By Darcy Shiber-Knowles (VP of Operational Sustainability & Innovation) and Laura Aung (Research & Development Manager)

Dr. Bronner's plastic bottles are made from post-consumer recycled (PCR) plastic, a practice Dr. Bronner's helped pioneer more than twenty years ago—making us among the first (if not the first) American companies to package liquid soaps in 100% PCR plastic bottles. In 2025 we've shrunk our 32-ounce label to increase the recyclability of our bottles. The smaller size helps recycling centers properly identify and sort our bottles as PET. We now also offer a Refill Carton—with 86% less plastic per quart—that launched in 2024.

The unfortunate reality is that even the most recyclable plastic (PET) containers are recycled in the U.S. at a 29% rate at best, according to the EPA. A recent Greenpeace report showed that total plastic recycling globally has dropped to less than 6%, and according to the Ellen McArthur Foundation, only around 2% of the world's plastic each year gets recycled into new plastic products. Given the realities of recycling, Dr. Bronner's is committed to advancing the refill revolution in order to promote reusing plastic as an alternative to recycling.

Multiple Ways to Reduce Plastic Use Now Available at Retail

In 2022 Dr. Bronner's launch the world's first truly circular bulk soap refill station as a pilot at Jimbo's Naturally grocery store in San Diego, California. After the pilot proved to be a great success, we installed eight more stations at select grocery retailers within San Diego County. In late 2024 we partnered with the circularity start-up Wonderfil to launch five automated



bulk soap refill system pilots at select Whole Foods Market locations in the San Francisco Bay Area! Different from the gravity-fed soap dispensing systems in other Southern California retailers, the Wonderfil stations now at Whole Foods Market feature a metering system that allows customers to dispense any amount of soap they desire and eliminates the need to weigh their soap containers before and after filling. The automated dispensing system precisely calculates and transparently displays how much soap is dispensed in real-time, similar to a pump station meter reading while filling up a car's gas tank at a gas station.

Both of our bulk refill options are truly circular. Unlike traditional refill stations—which often use as much plastic as single-use packaging and rely on HDPE containers that aren't always recyclable—we've designed a system that prioritizes reuse at every step. In our gravity-fed refill model, we sell soap in large drums to local distributors, who fill 2.5-gallon containers for retail dispensing. These containers are swapped, refilled, and kept in local circulation. Once drums are empty, they return to our HQ for refilling—continuing the cycle. For our Wonderfil Whole Foods pilot, we're testing a similar closed-loop model with new container types, distribution, and cleaning systems.

We are excited to now offer and be testing out two different circular bulk refill station solutions in California, and we hope to someday offer circular bulk refill everywhere Dr. Bronner's is sold. To see if a store near you offers our soap in a bulk station, you can now visit our store locator and filter for bulk. Join us in our quest to reduce plastic use and build a more circular economy!



(Left to Right) Automated bulk soap refill station with Wonderfil employees Amelia Eichel (CEO), Shiloh Sacks (CTO), Brian Peters (Software Engineer) & Dr. Bronner's employee, Nicholas Freels-Roath (Bulk Project Mgr.)



“How do we rethink our products and our processes so that less industrial waste is created at the outset?”

—Alissa Hauser, Sr. Philanthropy Manager

Dr. Bronner's annual
“Dumpster Dive”

Recycled & Recyclable Content of Packaging

• PCR* content of all packaging types	3,887,294 lbs. / 80%
• Packaging from 100% PCR* material	3,595,922 lbs. / 74%
• PCR* content of all plastic packaging	2,005,401 lbs. / 84%
• PCR* content of all paper packaging	1,881,893 lbs. / 92%
• Recyclable paper packaging**	1,961,252 lbs. / 95%



*Post-Consumer Recycled **By United States recycling standards

Packaging Use

1. Net Product Content	42,935,549 lbs. / 90%
2. Net Packaging Content	4,884,889 lbs. / 10%



Net Packaging Content Breakdown

2a. Paper	2,054,989 lbs. / 4%
2b. Metal	34,081 lbs. / <1%
2c. Plastic	2,397,141 lbs. / 5%
2d. Glass	398,677 lbs. / 1%

Raw Material Status

• Organic raw material	17,716,961 lbs. / 77%
• Fair Trade raw material	16,627,688 lbs. / 73%



Energy Use

• Natural Gas	86,727 therms
• Fossil Fuel	14,765 gallons
• Propane	1,857 gallons
• Electricity	2,645,125 kWh

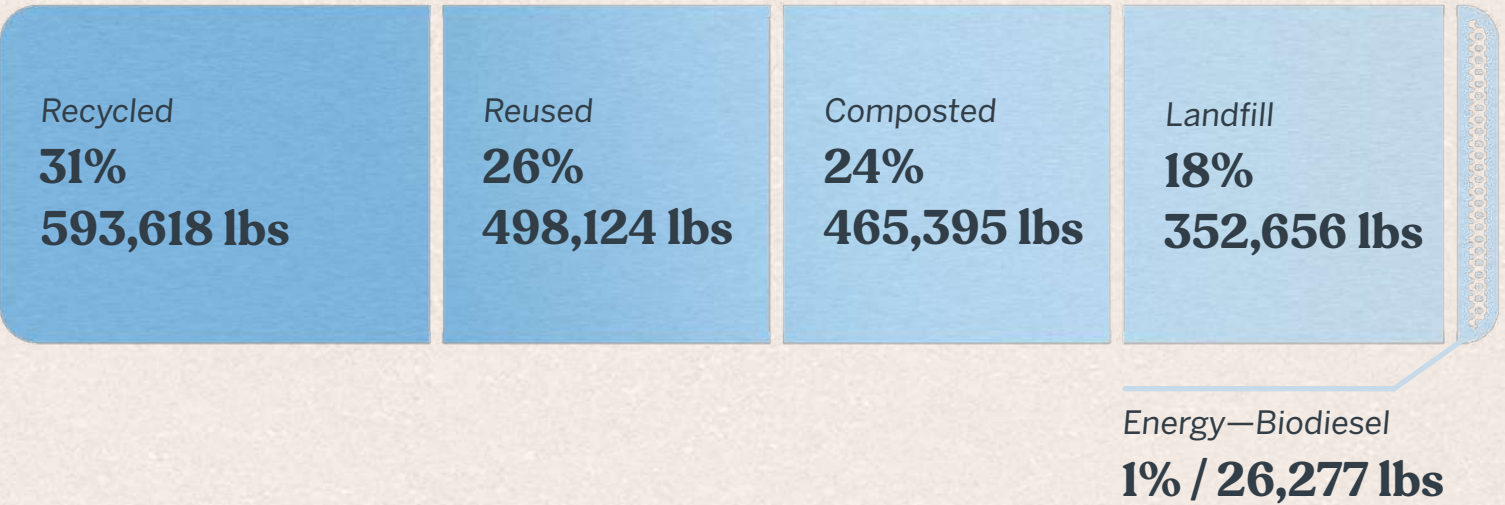
100% renewably-powered since 2018! Since 2022, we have achieved 100% Green Power under the U.S. EPA Green Power Partner definition.

Water Use

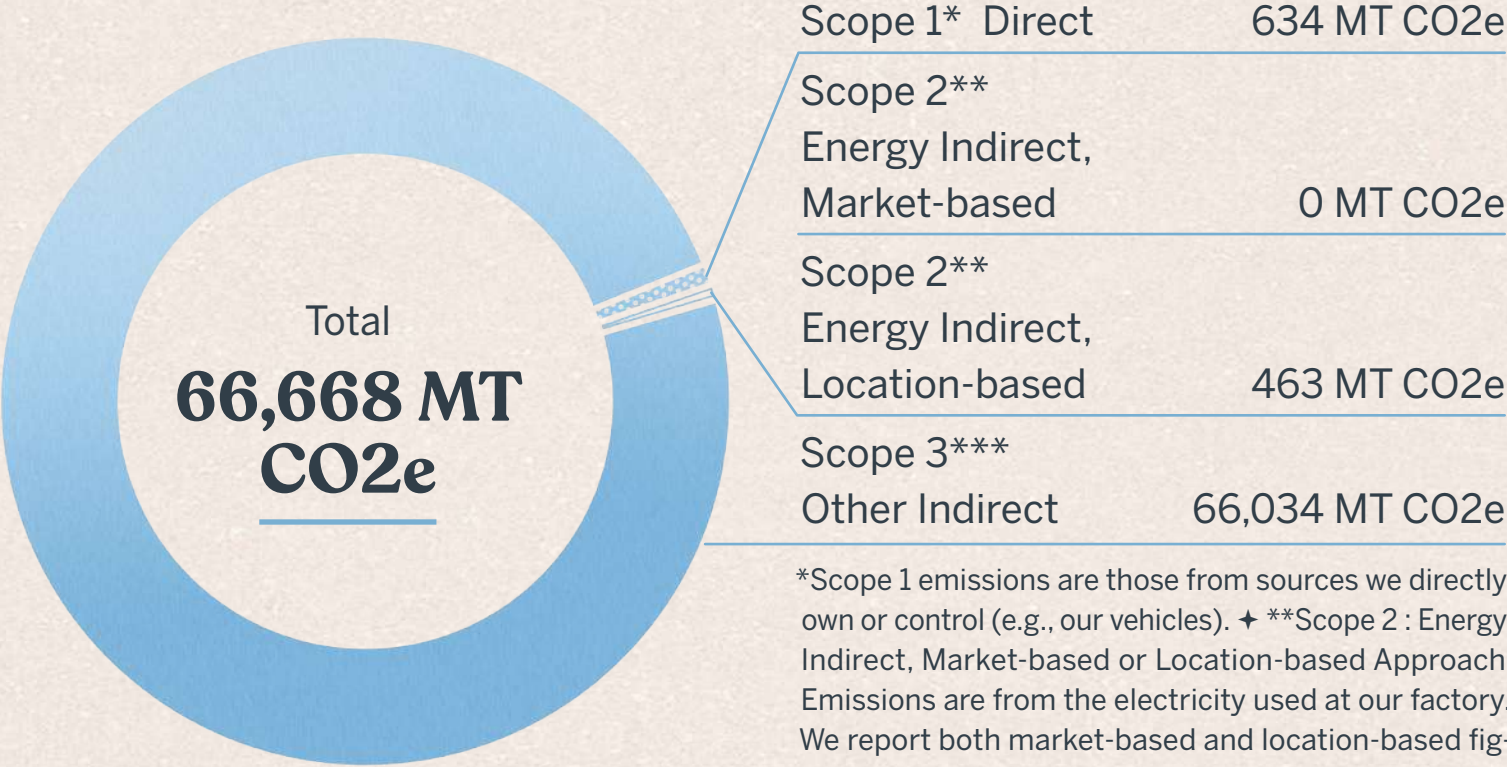
• Water usage	7,417,916 gallons
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Waste Generation

• Total	1,936,069 lbs.
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Greenhouse Gas Emissions



*Scope 1 emissions are those from sources we directly own or control (e.g., our vehicles). + **Scope 2 : Energy Indirect, Market-based or Location-based Approach Emissions are from the electricity used at our factory. We report both market-based and location-based figures following the GHG Protocol. Location-based emissions reflect our electricity consumption using the

average emissions intensity of the local grid. Market-based emissions reflect the renewable energy certificates (RECs) that Dr. Bronner's purchases from Midwestern pollinator-friendly solar projects through our partnership with Organic Valley and OneEnergy. as well as from renewable energy programs that will bring energy independence, resilience, and reduced energy costs to tribal nations in the Pacific Northwest. + ***Scope 3 emissions are from our activities related to sources outside of our direct control (e.g., supply chain emissions, shipping, travel).



Employees volunteer for our annual "Dumpster Dive" event to help with environmental data collection and reporting.

2024 Environmental Footprint

Planting Seeds of Peace in the Holy Land

By Gero Leson (VP of Special Operations) and Alissa Hauser (Sr. Philanthropy Manager)

Since 2006, Dr. Bronner's has purchased the majority of our organic, fair trade and now regenerative organic olive oil from Canaan Palestine. Founded by Nasser Abufarha in 2004, Canaan has developed the most impactful social enterprise in the northern West Bank—supporting thousands of farmers and their communities with making a living and strengthening their culture in the face of gradual infiltration by settlers from Israel and raids by Israel's army.

As the recent conflict has spread to the West Bank, Dr. Bronner's gave critical operational support to Canaan in two key areas:

- Fearing that export of the 2024 olive harvest, about 500 metric tons to use in our soaps, might be blocked by Israel, Dr. Bronner's accepted shipment of the entire volume by late 2024—an expensive but critical move.
- In 2024, Canaan's organic certifier Ecocert suspended organic inspections by their staff in the West Bank for safety reasons, threatening cancellation of Canaan's organic certification. Our Operational Sustainability & Innovation team, along with our Special Operations team, have been guiding Canaan through the bureaucratic nightmare of finding an alternative certifier under duress.

Developments at Canaan Palestine & Dr. Bronner's philanthropy in the region

Dr. Bronner's is also expanding its strategic support of Canaan's vision to strengthen the economic resilience of family farms in the West Bank. One such campaign is Canaan's

"Trees for Life" program. Launched in 2006, the program distributed about 450 thousand seedlings to 7,000 farmers. "Trees for Life" prioritizes young families, new and small-scale farmers, women farmers, and those cultivating land affected by the Israeli wall or military actions. These criteria ensure that the seedlings reach those who need them most. In 2025 alone, approximately 50,000 trees will be planted, helping restore barren lands and sequester carbon from the atmosphere, while simultaneously supporting livelihoods and food security. We will also support Canaan's plan to establish a large botanical garden, right on the fence that separates the northern West Bank from Israel. It is our longstanding hope to one day see peace and democracy in Israel and Palestine.

In addition to Dr. Bronner's commitment to supporting Palestinian farmers by sourcing olive oil from the West Bank, in 2024, the company increased our philanthropic giving in the region. We established a giving fund directed by Palestinian American and Israeli American employees who created a peace and democracy giving strategy in the region.

Through the fund we're proud to support a range of organizations working courageously toward peace, justice, and healing in Israel and Palestine. These groups span a powerful spectrum of approaches—from human rights documentation to trauma recovery and grassroots reconciliation. In the Occupied West Bank, B'Tselem exposes human rights violations, while the Center for Jewish Nonviolence and Combatants for Peace unites Jews, Palestinians, and international allies in bold acts of nonviolent resistance.

In Gaza, the Gaza Community Mental Health Programme equips therapists with the tools they need to provide psychological care to a population under siege, while Rebuilding Alliance provides critical food aid and resources for home reconstruction.

In the U.S., The Foundation for Middle East Peace promotes policy change through education and dialogue, while If Not Now and J Street mobilize American Jews to advocate for an end to the occupation and a just resolution.

In Israel, Parents Circle Families Forum brings together bereaved Israeli and Palestinian families who've lost loved ones to the conflict, building bridges through shared grief—and Together Beyond Words offers healing and reconciliation workshops using movement, dialogue, and art. These organizations reflect the hope and humanity that persist even in the face of deep-rooted conflict.



Farmer plants an olive tree; Dr. Bronner's olive oil supplier, Canaan Palestine

Activism Timeline

January

Dr. Bronner's calls for [Ceasefire in Gaza](#) ✦ Dr. Bronner's Announces [Liquid Soap Refill Carton](#) made with 82% less plastic

February

Dr. Bronner's Highlights [Partnership with KANY Scoops](#) focusing on empowering women in cocoa farming and ensuring the crucial contributions of women are acknowledged and valued ✦ Dr. Bronner's Sponsors [Coextinction Film](#) to Protect Orcas

March

Dr. Bronner's Documents [Journey to Zero Waste](#) ✦ Dr. Bronner's Celebrates [Trans Day of Visibility](#) and Combats Anti-Trans bills by funding for Trans-led organizations

April

David Bronner publishes [letter to the California Department of Food and Agriculture](#), urging them to support Real Regenerative Agriculture, not "Regenerative Washing"

May

Dr. Bronner's honors the life and work of [Gordon De Silva](#), co-founder of Serendipol ✦ [The Bronner Haus & Dr. Bronner's Museum](#) Opens in Laupheim, Germany with a Prayer for Peace in the Holy Land

June

David Bronner Reflects on the [Opening of the Bronner haus & Dr. Bronner's Museum](#) in Laupheim, Germany with a Prayer for Peace in the Holy Land

July

Dr. Bronner's marks [five years of bolstering the work of diverse organizations through its international giving program](#) ✦ Dr. Bronner's helps renovate [shelter housing for Haitian refugees](#) ✦ Dr. Bronner's Marches in [12th Annual San Diego Pride Parade](#)

August

Dr. Bronner's launches [vanpool program](#) to reduce Scope 3 emissions and support employees' commutes

September

Dr. Bronner's signs the [Global Plastic Treaty](#) to address global plastic pollution

October

Dr. Bronner's sponsors the [Portland Psychedelic Symposium](#) in its ongoing commitment to MAPS and psychedelic healing ✦ Dr. Bronner's and its palm oil supplier Serendipalm, [collect and recycle more than 88,000 pounds of plastic waste](#) in Asuom, Ghana ✦ Dr. Bronner's Celebrates [Hispanic Heritage Month](#) ✦ Dr. Bronner's publishes [2024 general election voting guide](#) for state and local measures ✦ Dr. Bronner's continues to explore strategies for circularity and plastic reduction, [launching 5 automated dispensing bulk soap refill pilot stations at five Whole Foods Market locations](#) in Northern California

November

Dr. Bronner's celebrates work of [2024 animal advocacy funding recipients](#), marking 11 years of support to end the exploitation and suffering of animals ✦ Dr. Bronner's supports two amazing small businesses, [Butter'd Bodycare](#) and [Shea Radiance](#), through Dr. Bronner's Small Business Mentoring Program

December

New York Times features Dr. Bronner's advocacy partner [Heroic Hearts Project](#) and their work to connect veterans with potentially life-changing psychedelic retreats

“We strive to support the communities we’re part of and give back to the Earth we call home.”

—Maya “Merlin” Lin-Bronner, Family Foundation Coordinator

Corporate Giving

U.S. Giving Total \$8,137,797

Total given to activist and charitable causes

Animal Advocacy \$377,675

- Animal Outlook
- Animal Pad
- Black Veg Society
- Farm Forward
- Free Flight Exotic Bird Sanctuary
- Sea Shepherd Global
- Sistah Vegan Project
- VINE Sanctuary
- We Saved a Puppy Animal Rescue

Children & Youth \$170,100

- Boys and Girls Club of Vista
- Boys and Girls Clubs of Greater San Diego
- Boys to Men
- Calavera Hills Elementary PTA
- Casita Center PTA
- Includ(Ed)
- OK You
- Rajepere
- San Diego Children's Discovery Museum
- San Marcos Youth Soccer

Civil & Human Rights \$1,624,200

- A Land For All
- American Friends for Combatants for Peace
- American Friends of the Parent's Circle—Families Forum
- Ayni Institute

- Black Trans Advocacy Coalition
- Border Kindness
- B'Tselem
- Building Bridges
- Center for Jewish Nonviolence
- Dr. Bronner's Family Foundation—Migration Justice Initiative
- Elham—the Day After
- Familia: Trans Queer Liberation Movement
- Foundation for Middle East Peace
- Gaza Community Mental Health Foundation
- Gender Blender
- Gender Illumination
- Grassroots International
- If Not Now
- J Street
- Jewish Family Services (JFS)
- Make All Votes Count DC
- Military Court Watch
- Movement for Black Lives
- New Israel Fund
- North County African American Women's Association
- North County LGBTQ Resource Center
- Okra Project
- Rebuilding Alliance
- Safe Bars
- Safe Place International
- San Diego Regional Task Force on Homelessness
- Together Beyond Words
- Trans Empowerment
- Trans Visible Montana
- TRANScend
- TransFamily Support Services
- Urban Indigenous Collective Inc

Community Betterment \$728,750

- Black Wall Street AVL
- City of Vista Moonlight Ampitheatre
- Community Wraparound
- CouldYou?
- Escondido Rotary Foundation
- Grassroots Aid Partnership
- International Christian United Police Chaplain, Inc.
- Les Fruits de Mer
- Love For Humanity
- Luvworx
- One Step Closer (OSC2)
- Prayer Horse Ride
- QueerDome
- San Diego Diplomacy Council
- Spearitwurx
- Tiognaka Tawowakan Otokahe
- Uniting Natives Culturally & Inter-tribally
- Vista Chamber of Commerce
- Weave the People

Criminal Justice Reform \$203,000

- Defy Ventures
- Fair Shake
- Jail Guitar Doors
- National Bail Out

Drug Policy Reform \$4,031,305

- Alma Institute
- Americans for Safe Access
- Ayin Press Limited
- Bendable Therapy

- Brooklyn Psychedelic Society
- Chacruna Institute for Psychedelic Plant Medicines
- Chapel of Sacred Mirrors
- Church of the People for Creator and Mother Earth
- Coalition for Psychedelic Safety and Education
- Continental Association for Psychedelic Synergy
- Denver Wellness and Discovery Center
- DRCNet Foundation
- Drug Policy Alliance
- Fireside Project
- Global Psychedelic Society
- Healing Advocacy Fund
- Healing Breakthrough
- Heffter Research Institute
- Heroic Hearts Project
- Horizons Center PBC Inc.
- Indigenous Medicine Conservation Fund
- International Center for Ethnobotanical Education Research & Service (ICEERS)
- Massachusetts for Mental Health Options
- Multidisciplinary Association for Psychedelic Studies
- Multidisciplinary Association for Psychedelic Studies Israel
- MyCoalition
- Nevada Coalition for Psychedelic Medicines
- Portland Psychedelic Society
- Psychedelic Health Equity Initiative (PHEI)
- Psychedelic Liberation Training
- Psychedelic Parenthood Community
- Psychedelic Science Funders Collaborative (PSFC)
- Rhizome
- Roots to Sky Sanctuary
- Sacred Garden Community Church
- Sacred Plant Alliance

- Sequoia Center
- Sia: The Comanche Nation Ethno-Ornithological Initiative
- Uniting Natives Culturally & Inter-tribally (UNCI)
- University of California, San Francisco Foundation
- Veterans Exploring Treatment Solutions (VETS)
- Weaving Bridges Natural Fellowship
- Zendo Project

Environment \$76,750

- Amazon Conservation Team
- Big Green
- Californians Against Waste Foundation
- Climate Collaborative
- Environmental Health Coalition
- I Love A Clean San Diego
- Just Zero
- OSC2
- ProduceGood
- San Diego Brewcycling Collaborative
- San Diego Environmental Film Festival
- San Diego Food Systems Alliance
- Solana Center for Environmental Innovation
- South Yuba River Citizens League (SYRCL), Wild & Scenic Film Festival
- Story of Stuff Project
- Surfrider Foundation San Diego

Fair Trade & Fair Wage \$49,000

- Fair World Project
- Land of Canaan Foundation
- One Forest, We Are Guardians Impact Campaign
- San Diego State University—Fowler College of Business

Health \$20,800

- Breast Cancer Prevention Partners
- Harm Reduction Coalition of San Diego
- LifeNabled
- Patronato Hospital General de Tijuana
- U.S. Right to Know

Housing/Homelessness \$76,900

- City of Vista Safe Parking Program
- Humanity Showers
- Operation HOPE-North County
- Peggy Beatrice Foundation

Regenerative Organic Agriculture \$779,317

- Coastal Roots Farm
- Ecological Farming Association
- Ecology Center
- Kiss the Ground
- Our Family Farms
- Provender Alliance
- Puget Consumers Co-op
- Real Organic Project
- Red Earth Movement
- Regenerative Organic Alliance
- Sun+Earth Certified
- Terra Madre Gardens
- The Great Chestnut Experiment

All-One International Initiative

2024 International Giving \$238,710

Total given to All-One International Initiative in 2024

As a global brand, it is imperative that we model our mission as “the fighting soap company” internationally. Dr. Bronner's All-One International Initiative ensures that locally focused mission-aligned activism and advocacy is a priority for Dr. Bronner’s and our international distributors. We dedicate at least 1% of sales to international markets to this program annually across three categories: Social Justice, Environmental Sustainability, and Animal Advocacy. 2024 marked the 6th year of the All-One International Initiative. Over \$1 million has been distributed through the program to-date.

Funds from US budget that also support International giving are not included in country totals or overall total for the All-One International Initiative.

Australia \$15,500

- Eat Up (Social Justice)
- Seed Indigenous Youth Climate Network (Environment)
- Edgar’s Mission (Animal Advocacy)

Canada \$66,000

- Animal Justice (Animal Advocacy)
- Black Lives Matter Canada (Social Justice)
- Groundswell Community Justice Trust Fund (Social Justice)
- Indigenous Climate Action (Environment)
- Rivershed Society of BC (Environment)

France \$4,500

- Assietes Végétales (Animal Advocacy)
- Notre Affaire à Tous (Environment)

Ireland \$1,600

- VOICE Ireland (Environment)

Israel \$3,000

- Freedom Farm Sanctuary (Animal Advocacy)
- The Arava Institute (Environment)

Japan \$32,310

- Homedoor (Social Justice)
- Shizen (Environment)
- Furusato Farmers (Environment)

Korea \$80,000

- G Foundation (Social Justice)
- The Beautiful Foundation (Social Justice)
- Project Moon Bear (Animal Advocacy)
- Sihwa Lake Sustainable Partnership (Environment)

Mexico \$4,000

- Reinserta (Social Justice)
- Sbelal Kuxlejalil (Social Justice)

Panama \$2,000

- Prospera (Social Justice)

Singapore \$7,000

- Centre for a Responsible Future (Animal Advocacy)
- Kampung Senang (Environment)
- Oogachaga (Social Justice)

Sweden \$2,600

- Djurens Rätt (Animal Advocacy)

Switzerland \$1,200

- Hof Narr (Animal Advocacy)

Taiwan \$8,500

- Taiwan Environmental Information Association (Environment)
- Taiwan Animal Equality Association (Animal Advocacy)

United Kingdom \$10,500

- Ecohustler (Environment)
- Emmaus Brighton & Hove (Social Justice)
- City to Sea (Environment)
- Surge (Animal Advocacy)

Global

- Sea Shepherd Global* (Animal Advocacy/Environment)

*Funded through US Animal Advocacy budget

Dr. Bronner's Magic Donations!

By Ryan Fletcher (VP of Public Relations)

Getting our soap in the hands of people—perhaps because they need soap, or just want to try it out—has always been a big part of how we introduce the world to our company. While almost all departments at our company have something to do with distributing our products, and many different people give them away to spread the word, spread joy, or meet needs, we have three specific programs that distribute product donations to support organizations and projects who work to fulfill unmet needs and address systemic inequity. Here's just a few words on each of those and what they accomplished in 2024.

Community Engagement: 111,440 Products

Dr. Bronner's Magic Foam Experience (MFE) team is dedicated to community engagement in the San Diego region. In the process of the team's work to bring joy across communities and at myriad events, they act as stewards of Dr. Bronner's products, helping put them in the hands of organizations and people making an impact in the world—in turn our products make their way to people in need in our own backyard, and across the broader region of Southern California, whether responding to climate disasters or stocking up local food banks and shelters, the MFE team helps make sure our products are available to those who need them locally, throughout the year.

Constructive Capital: 220,291 Products

Dr. Bronner's Constructive Capital team supports philanthropic engagement and business development projects for the company. The team, like Dr. Bronner's as a whole, is driven by the idea that the purpose of business must extend beyond personal financial gain and instead be for the benefit of humanity and the planet. In addition to stewarding the company's financial donations and sponsorships, the team also facilitates product donations to nonprofit organizations and other grassroots initiatives.

Mutual Aid: 26,458 Products

Dr. Bronner's Mutual Aid Product Donation Program began as our Covid-19 Emergency Response Product Donation Project. In 2024—the fifth year of the program—Dr. Bronner's distributed 12,887 units of Organic Hand Sanitizer and 13,571 units of Pure-Castile Soap to grassroots and nonprofit efforts supporting community members in need of hygiene products across the U.S. and Canada. Mutual Aid is first and foremost about community members voluntarily looking after each other. Through this program, our products are given to mostly volunteer-run direct-service and community outreach projects with no expectation that recipients promote our company in return. The program supported a total of 47 organizations last year across the US and beyond. [Read more information and a full list of organizations supported in 2024.](#)

Total 2024 Donations: 358,189 Products



Dr. Bronner's employees and friends volunteer for Luvworx's annual "Gift of Giving," during which Christmas and holiday gifts are distributed to people experiencing homelessness.

ALL- ONE!

A stylized illustration of a hand holding the Earth. The hand is depicted with simple, bold lines, and the Earth shows the continents of North and South America. Several concentric white lines around the globe represent orbital paths or rings. The entire graphic is set against a dark blue background filled with numerous small white stars and a few larger, brighter stars.

DR. BRONNER'S 2025 ALL-ONE! REPORT