



LISA BRONNER Consumer Engagement & Education Going Green with Lisa Bronner

“Going green is a journey. Let’s walk together for a while.”

Lisa Bronner is a prolific writer, consumer advocate, and speaker on health and green lifestyle issues. She is author of the blog, “Going Green with Lisa Bronner,” and granddaughter of Dr. Emanuel Bronner, founder of Dr. Bronner’s—the top-selling natural brand of soaps in North America and producer of other organic body care and food products

Lisa helps many make the transition to a healthier home and lifestyle. Additionally, she is a vocal proponent for GMO labeling, Fair Trade, and other issues Dr. Bronner’s supports to bring about social justice and environmental sustainability. As a spokesperson for Dr. Bronner’s, she discusses the brand’s product excellence, progressive business practices, and revolutionary activism around the world.

Lisa’s blog, “Going Green with a Bronner Mom,” addresses diverse topics related to green living, from personal care and G.I.Y. (Green It Yourself) home cleaning tips, to transparency in product labeling, Fair Trade, organic integrity, and GMO labeling. Launched in 2008, the blog includes instructional videos as well as photography, and an active community forum for discussion of posts.

Lisa has addressed business leaders, students, and activists, but her passion is for helping moms build healthy homes, provide sound nutrition, and be savvy consumers. For over a decade, she has served in leadership in MOPS International (Mothers of Preschoolers), as well as speaking to and mentoring moms throughout southern California.

Having graduated from Duke University with a B.A. in English and a secondary education teaching certificate, she taught high school English and journalism for four years in Raleigh, NC. Lisa was born in Glendale, California in 1976, and lives in rural San Diego county with her husband and three children.

LISA BRONNER IS AVAILABLE FOR INTERVIEW

Interview Angles And Talking Points

- **150 Years of family soap-making history:** Dr. Bronner’s began in 1948; founder Emanuel Bronner’s German-Jewish family began making soap in 1858.
- **Top-selling natural brand of liquid and bar soap in the U.S.:** Dr. Bronner’s has grown from \$4 million in annual revenue in 1998, to over \$129 million in annual revenue in 2019.
- **Modeling progressive business practices:** total compensation of Dr. Bronner’s highest-paid employees and executives is capped at five times that of the lowest-paid position. The company also provides full health benefits and profit sharing bonuses.
- **Lisa’s father, Jim Bronner, invented fire fighting foam and “snow foam” used on movie sets:** Dr. Bronner’s uses a similar formula today for the firetruck and mobile shower trailer, “Dr. Bronner’s Magic Foam Experience” that they take to pride parades, mud-runs and music festivals across California.
- **Dr. Bronner’s donates millions of dollars each year to support progressive causes, such as:**
 - **Regenerative Organic Agriculture:** Dr. Bronner’s is taking a lead role in the development and piloting of Regenerative Organic Certification. The company has also pledged over \$2 million since 2018 to support a variety of organizations and efforts working to promote regenerative organic agriculture to increase soil health and mitigate climate change.
 - **Fair Trade:** Dr. Bronner’s is committed to sourcing raw materials from fair trade projects around the world that ensure a fair price, living wage and community infrastructure that benefits an estimated 25,000 farmers, workers, and their families around the world. Dr. Bronner’s also works to catalyze policy change and grow public awareness on the importance of organic agriculture and fair trade models.
 - **Sustainable Palm Oil:** Used in Dr. Bronner’s bar soaps, this ingredient comes from a fair trade and organic palm project in Ghana, that Dr. Bronner’s runs. This palm oil does not contribute to habitat loss for orangutans and other endangered species in areas of the world where rainforests are indiscriminately destroyed for palm production.
 - **Animal Advocacy:** A core focus of Dr. Bronner’s advocacy and social & environmental justice work is supporting leading animal advocacy organizations. The company has donated over \$3 million since 2013 to organizations working to reduce the suffering of farmed animals, protect wildlife, and transition to healthier and more sustainable food systems.
 - **Drug Policy Reform:** Dr. Bronner’s works with organizations and campaigns across the U.S. to alleviate the worst harms of prohibition and create safe legal access to cannabis and psychedelics for patients and responsible adults.
- **Green living and healthy lifestyle issues:** Getting started, G.I.Y. (green it yourself) recipes and techniques for a healthy home and personal care regimen.
- **Going Green on a Budget:** Choosing organic without breaking the bank.
- **Family Nutrition:** Buying and preparing healthy foods, and getting your family to eat it.

A bottle of Dr. Bronner's Pure-Castile Soap is sold worldwide every 2.04 seconds.



Dr. Bronner's is the top-selling soap in the U.S. natural marketplace. Synthetic preservatives? Harsh detergents? None! Effective, ecological, vegan and cruelty-free. Made with organic oils, Dr. Bronner's is the very best soap for body, home and Earth. Clean body-mind-soul-spirit instantly uniting One! For we're All-One or None! All-One!

DR. BRONNER'S MISSION STATEMENT

Dr. Bronner's is a family business committed to honoring the vision of our founder Dr. E.H. Bronner by making socially and environmentally responsible products of the highest quality, and by dedicating our profits to helping make a better world. "All-One!"

RECENT MEDIA COVERAGE



FAST COMPANY

Inc.



The New York Times



THE WALL STREET JOURNAL.

The Washington Post

To arrange an interview with Michael Bronner, please contact:

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www.drbronner.com

