



SISTERS & BROTHERS! WE ARE ALL-ONE OR NONE!

ALL-ONE!

SOAPMAKER BRONNER (1948) AND GRANDSON'S (2019)

FAMILY SOAPMAKERS SINCE 1858

DR. BRONNER'S

18-IN-1 HEMP PEPPERMINT PURE-CASTILE SOAP

CERTIFIED FAIR TRADE
MADE WITH ORGANIC OILS

INGREDIENTS: Water, Organic Coconut Oil,* Potassium Hydroxide,
Organic Palm Kernel Oil,* Organic Olive Oil,* Mentha Arvensis, Organic
Hemp Oil, Organic Jojoba Oil, Mentha Piperita, Citric Acid, Tocopherol

*CERTIFIED FAIR TRADE INGREDIENTS
*None remains after saponifying oils into soap & glycerin.

100% POST-CONSUMER RECYCLED PLASTIC BOTTLE!
2-3x more concentrated than many leading liquid soaps, cleansers & bodywashes.
Dilute with water. Clouds when cold. Put in warm room/water; clears at about 70°F.

**WARNING! Don't drink soap! Keep out of eyes. If cap clogs, poke it
clear. Do not squeeze bottle and shoot out soap. Soap can clog and
spurt with pump dispensers. Flush eyes well with water for 15 minutes.
Consult a physician if irritation persists.**



DR. BRONNER'S
ALL-ONE!
MAGIC SOAPS

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!

32 FL OZ / 946 mL

...1930, third gen-
...each soapmakers.
...to advocate, con-
...humanity beyond
...dual divides—uses
...the message
...ward to 1973) and
...Dr. Bronner's contin-
...to apply to positive
...your youth, your
...the earth! All-One!

"What gives me high re-
...bor of the oil and
...within each of us who
...Robert Rindler. "Rin-
...touch with the real, and
...eaters, we are a breed
...that feeds on no thing
...have been born of this
...something within us
...life."—Robert Rindler
...us in touch with the

...hard to be a perfect pilot—provider—builder—trainer—teacher—lover—mate, no half-true hate! Have courage & speak
...all day one thing at a time, work hard! Get done! Then teach friend & enemy how to work-love-unite all mankind true
...are given jewels, keep out of the past, disappointments won't last! Help unite mankind, or we're wandering back to
...only support against half-truth, that denies free speech to smear—slay—slander—tax—enslave. Full-truth, our only God
...omitted, it will be by omitting all irrelevancies & redundancies, added unto the Faith in One-Almighty, all-embracing, ever-loving
...standing father, Thomas Paine, 8 books suppressed since 1799! ... 6 million years of kill-or-be-killed half-true haze must be
...traced down from perfect Adam & Eve to sinful sinner, brother's keeper, divided slave! Thank God! United armed, bring
...father of The Moral ABC, mason, tent- & sandal-maker Hillel, taught carpenter Jesus to unite all mankind free! With 1 letter
...like a new birth! Without it, we destroy God's Spaceship Earth! Aknathan-Bahá'u'lláh-Budha-Confucius-Moses-Krishna
...back: A fire, a mist, a planet, a crystal, a cell, a jellyfish, a dinosaur, caves where cavemen dwell! Then a sense for work
...first self-supporting be like Aleson MD, Berlin Rabbi Baeck, Martin Buber, Carnegie, Marva Collins, Constance Edson, Rabbi
...Lambert, or he will turn our greatest teachings into spades with which to bury our people! "All people" added complete
...Moral ABC that the real Rabbi Hillel taught Jesus, to unite the human race in astronomy's eternally tremendous All-One-God
...the food & bless the loving hands that prepared it! Bless it to give us strength & bless that strength, so we use it to bless
...to unite the human race & not teaching all is deathly guilt!" learned carpenter Jesus from Mason Rabbi Hillel. "With
...y a great All-One-God-Faith, that
...CHILDREN ETERNAL FATHER
...?" Absolute none! These are the
...we see speech OK! With full-truth
...Dr. Bronner's Magic Soaps "teach the Moral

**Die
Seifenfirma,
die kämpft
und
vereint**

**The
fighting
and uniting
soap
company**

**La
savonnerie
qui lutte
pour un
monde uni**

**奋斗
& 团结
的
制皂
公司**



**ファイト
&
ユナイト
ソープ
カンパニー**

**La empresa
de jabón
luchadora y
unificadora**

**חברת הסבון
המנהלת
מאבקים
ומאחדת
בין אנשים**

**함께
싸우고
함께
힘을 모으는
비누 회사**

Look: It's all connected

One earth, one family, one love

Wir feiern, wir trauern, wir heilen, wir wachsen. Wir gehen aufeinander zu, finden Wege, um weiterzumachen, um neu anzufangen. Wir sind hier um trotz dessen, was verloren ging, Frieden und Ganzheit zu finden; um unsere Stärken füreinander und zum Wohle unserer geliebten Erde einzusetzen, die wir alle teilen; um uns in einander wiederzuerkennen und unsere individuellen Geschichten zu einer gemeinsamen zu verweben.



Ignoriere den Medienhype!
Der Wandel geschieht!
Großartige Menschen,
die großartige Dinge tun,
bewusster leben, in
allumfassender Liebe – All-One-
Love – ihre Herzen für einander
und für unsere einzigartige
Erde öffnen.

WÄHREND EINES BESUCHS in Heilbronn im Jahr 2010 schaute ich gerade durch ein Fenster unserer alten Seifenfabrik – der Fabrik, die unsere Familie besaß, bevor die Nazis sie beschlagnahmten – als ich laute Rufe auf Deutsch vernahm. Als ich noch stammelnd auf Englisch versuchte zu erklären was ich tat, lud mich der junge Deutsche namens Nicki bereits ins Innere des Gebäudes ein, welches heutzutage die Metallgießerei seiner Familie beherbergt.

Nur eine Minute später standen wir an dem Ort, an dem sich ein so großer Teil der Geschichte unserer Familie abspielte – und dort, in der Mitte der Fabrikhalle, stand sie, die ursprüngliche Seifenmaschine, die Maschine, welche meine Urgroßeltern benutzten, ehe ihnen ihre Fabrik genommen wurde, ehe sie ihre Leben in Konzentrationslagern verloren, ehe mein Großvater nach Amerika emigrierte, wo er Armut und Zwangseinweisung in eine psychiatrische Klinik überwand und schließlich den Beginn einer neuen Geschichte schrieb – die Geschichte, die wir heute an unserem Hauptsitz im kalifornischen Vista fortschreiben.

Verwoben mit dieser Geschichte sind so viele andere, die es mir ermöglichten, eine Verbindung zu der Vergangenheit zu finden, von der uns unser Großvater

← FORTGESETZT

Mike und David Bronner, Präsident und Cosmic Engagement Officer von Dr. Bronner's, Enkel des Gründers Emanuel Bronner.

DIE TAUSENDEN WORTE meines Großvaters, die auf den Etiketten unserer Seifen stehen, bedeuten letztendlich eines: Wir müssen Verantwortung für unser eigenes Leben übernehmen und dabei für andere da sein, denn wir sind alle Kinder desselben göttlichen Ursprungs; Schwestern und Brüder, die einen kostbaren Planeten teilen.

Seit nunmehr 70 Jahren sehen wir unser Unternehmen als Chance, die Vision meines Großvaters umzusetzen. Als kämpfende und vereinende Seifenfirma arbeiten wir hart daran, unsere persönlichen Maßstäbe anzuheben und gleichzeitig auf soziale und Umweltstandards zu drängen, die das Leben aller Menschen und anderer Lebewesen vor Ort sowie in der Ferne verbessern.

Im Jahr 2018 haben wir sehr viel erreicht: die Umsetzung des regenerativ biologischen Anbaus, die 100 % ige Umstellung auf erneuerbare Energie sowie Fortschritte auf dem Weg zu einer komplett abfallfreien Produktion in unserem amerikanischen Werk, die Einführung eines Mitarbeiter-Spenden-Programms, die Zusammenarbeit mit Partnerfirmen aus der Bio Branche im Bereich Katastrophenhilfe durch die Grassroots Aid Partnership und nicht zuletzt die Tatsache,

← FORTGESETZT

Look It's all connected

We celebrate, we mourn, we heal, we grow. We reach toward each other, find ways to carry on, to begin again. It's why we're here: to find peace and wholeness despite what's lost, to use our gifts in service to each other and this beloved earth we share, to see ourselves in one another, to weave our stories into one.

IN 2010, on a visit to Heilbronn, Germany, I'm looking through the window of our old soap factory—the factory our family owned before the Nazis seized it—when I hear shouting in German. Thankfully, after I stammer a response in English, the young German—Nicki—invites me inside, into what is now his family's metal foundry.

A minute later we're standing where so much of our family's story unfolded—and bolted there, in the middle of the factory floor, is the original soap mill my great grandparents used before the factory was taken from them—before they lost their lives in the concentration camps—before my grandfather emigrated to America, where he eventually rose up out of poverty and imprisonment in an asylum to begin a new story—the story we carry on today at our Vista, California headquarters.

Woven through that story are so many others that helped connect me to a past my grandfather had largely failed to tell us, focused as he was on his All-One vision. We had been left with few threads to follow back to our family history before WWII, when his grandfather had started the first family soap factory in the basement of the family home in Laupheim in 1858, or when his father relocated to the nearby town of Heilbronn 40 years later to open a second soap factory. And so I am grateful for these seemingly random, fortuitous moments that have brought pieces of our family history back to us.

Like this moment, in 2017: I'm visiting Laupheim to give a few presentations on our family history, including one to the local historical society at the Jewish cemetery where my grandfather's grandparents are buried, when an audience member comes up to me. She tells me she is the current owner of our ancestral home, which she had planned to tear

down to build condominiums, but moved by our story, she offers to sell the property back to us at cost.

Another moment, this one in 2016: A woman recognizes us in the local German newspaper and invites us to her home, where we find ourselves sitting around our great grandparents' table, saved from the Nazis by their devoted Catholic housekeeper, Agathe. Understanding that their future was in peril, our great grandparents had entrusted their furniture and valuables to Agathe, who faithfully returned all to our family after the war.

Then there is the moment when all of that history comes full circle, when our entire family gathers for a reunion in Laupheim, at our newly purchased ancestral home. Our grandparents' home is finally back in the family again, and the town that had once forcibly, shamefully handed all Jewish inhabitants over to the Nazis during WWII has welcomed us back with open arms and a marching band.

And one more beautiful surprise: We're celebrating the holidays with our Dr. Bronner's family here in Vista when who should walk in, dressed as Santa Claus, but our dear friend Nicki Frank. He has come to return our family's soap mill, which had remained in the old Heilbronn factory all these many years.

One day this old mill will greet visitors to our factory, telling the story of our family, but also—most importantly—reminding us of a larger story, our shared story. That through our loss and pain, we find deeper connection—to each other, to ourselves—and that healing comes when we begin to realize that we are utterly and inseparably bound to one another. In the words of my grandfather, founder of Dr. Bronner's: "We are All-One or None! All-One!" —MIKE BRONNER



Inside what was once the family's soap factory in Heilbronn, Germany, Mike Bronner discovers the original soap mill used by his grandfather Emanuel, founder of Dr. Bronner's.



The All-One! spirit of Dr. Bronner's is rooted in the love and generosity of our employees, so this year we empowered staff to direct \$20,000 of our charitable giving to the causes nearest and dearest to their hearts.

Giving from the many hearts of Dr. Bronner's

THIS YEAR, as part of Dr. Bronner's newly launched Employee Giving Program, employees each received \$100 to donate to one of five charities nominated by and advocated for by staff. Together, their generosity of spirit raised \$20,000 in support of tribal sovereignty of Native communities, those who have lost loved ones to suicide, young women in underserved communities, organ donation, and the fight against slavery in all its heart-sickening forms.

At the program's launch event, Sarah Samuel shared the moment when International Justice Mission—which drew the most employee donations—first caught her heart:

"Once upon a time I thought I knew what it meant to feel deeply about an issue. But it wasn't until I became a mom, in those late hours rocking my baby, that I learned what deeply really feels like.

By the light of my phone, I came across a story about forced-labor brick kilns, and how children born into that circumstance do hard labor all day and night. They have no childhood. They have no hope.

What affected me even more than the story was a picture of a little girl only a few years older than the baby in my arms. I looked at that little girl,



"Her eyes looked like my baby's eyes."

and her eyes looked like my baby's eyes.

In that moment, she was my child, and I wept for her as I held my child, safely, in my arms. And I wept for her parents, because I know I would do anything to protect my daughter and give her a happy life. I imagined the torment her parents must feel every day. The

only difference between them and me is that I was fortunate to be born in a place where I don't have to live with the risk of being exploited.

I actively donate to International Justice Mission because justice is what they do. They fight to free those who are trapped, they help them become whole by working with victims and coordinating resources for years after their rescue. And they fight to fix the broken systems so that the cycle can be broken for good."

LOVE YOU, TRUDY BRONNER! The heart, soul, and mother hen. Walks softly and carries a big heart.—**KH** If you're too hard on yourself, she will tell you, "That's what erasers are for."—**AJ** A force at home and at work.—**BK** We have the utmost respect and love for this marvelous lady.—**M&KS** Anytime we can push her buttons makes for a funny Trudy moment. Brilliant, reserved, a best friend.—**AD** Loving, caring, thoughtful.—**KM** We have experienced many different lands and cultures, and we treasure these memories with Trudy.—**MB** We were going to an orphanage in El Salvador and she gifted us with a generous donation of soap for the children.—**ST** From the first time I met Trudy I felt that she was a kindred spirit.—**NC** Regardless of what happens in life, she would never judge you.—**DA** Loyal, thoughtful, and seriousfunility (serious and fun).—**JK** The highs and lows of life are celebrated, mourned, acknowledged, and have bonded us in ways we never would have imagined in 1982.—**AD** We have shared the loss of our husbands, watched our children grow, aging ever so gracefully and keeping our friendship close to our hearts.—**TG** Amazingly kind and loving, she sees good in everything.—**SP** Favorite Trudy-isms: "You're not fully dressed yet—you forgot to put on your smile." "Leave the place better than you found it."—**L & MB**



100% RENEWABLY POWERED! Thanks to a unique partnership between Organic Valley and B Corp OneEnergy Renewables, generating 30MW of new solar power on organic farms in the Midwest, Dr. Bronner's was able to purchase enough RECs (renewable energy certificates) to take us from ~80% renewably powered in 2017 to 100% in 2018. To advance even more renewable power use beyond our factory, we installed 14 electric vehicle charging stations, offering free charges to employees along with \$1,000 toward the purchase of an electric vehicle.

HEMP WINS! Dr. Bronner's 20-year battle to help legalize U.S. hemp—a brief history: **1999:** Reformulates soap to include hemp oil. **2001:** Helps fund hemp industry's legal battle against DEA. **2004:** Ninth Circuit Court rules unanimously in favor of hemp industry. **2009:** David Bronner arrested after planting hemp seeds on front lawn of DEA industry. **2010:** Dr. Bronner's helps launch Hemp History Week. **2012:** David Bronner arrested for pressing hemp oil from seeds of living cannabis plants inside steel cage in front of White House. **2016:** Dr. Bronner's funds and celebrates victory with Alex White Plume in legal fight to grow hemp on tribal land. **2017:** Donates \$100K to Rodale Institute for study of hemp's role in improving soil health. **2018:** Farm Bill passes, legalizing hemp farming on U.S. soil.

Photo by Steve Jeter, Courtesy of Vote Hemp



Photo by Steve Jeter, Courtesy of Vote Hemp

A case for cannabis, reason, & love

FIVE DAYS after his cannabis-based medicine was confiscated at Heathrow Airport, 12-year-old Billy Caldwell was back in the hospital with another life-threatening epileptic seizure—the first since starting the treatment the year before. The cannabis-based oil had been prescribed by one of Canada's leading pediatric neurologists, and Billy and his mum, Charlotte, were on their way back from Canada with a new supply when it was confiscated by authorities. Dr. Bronner's, at the request of medical cannabis advocates in the UK, had helped fund the trip, along with Billy's six-month supply.

Though the medical cannabis treatments had reduced Billy's seizures from near-constant to none, it took Charlotte's desperate pleas, an outraged public, and pressure from the pro-medical cannabis lobby



for Parliament to finally issue an emergency license allowing access to the medicine this little boy so desperately needed.

Since then, the UK has moved to reform the unfair laws that denied patients potentially lifesaving cannabis-based medicine. The UK still has a long way to go in making cannabis-based medicine widely accessible, but this is a start.

Charlotte: "What started as a journey to help my little boy has become something much bigger. The needs of my little boy turned out to be the needs of many more."

Taking on the GMO machine

U.S. RIGHT TO KNOW—PUSHING FOR TRUTH. For years U.S. Right to Know has fought to bring to light factual information about the risks of agricultural practices that lace our foods with chemicals—risks that regulators and chemical companies have tried to keep hidden. They've exposed the health risks of pesticides and other chemicals, and the corporate actors working to hide those risks. They've worked with academics globally to report corporate wrongdoing,

including Monsanto's ghostwriting of studies and Coca-Cola's "war" on the public health community. They've made public the thousands of lawsuits alleging that Monsanto's Roundup and other herbicides cause cancer. And, says Research Director Carey Gillam: "We continue to grow and expand our work, thanks in part to the generous support of Dr. Bronner's and other charitable groups."

We are with you, USRTK, until we finish the fight.

"We all eat. And we all should stand for our right to know."

— CAREY GILLAM

WORLD'S THIRD-HIGHEST-RANKING CERTIFIED B CORP. Each year a small group of Certified B Corps from around the globe are named "Best For The World" in recognition of their outstanding ethical, sustainable, and progressive approaches to business—and each year since becoming a B Corp, Dr. Bronner's has been honored to be among that select group. The median B Impact Assessment score for ordinary businesses in 2018 was 51. This year Dr. Bronner's earned a score of 177.8, the third highest ever received by a Certified B Corp.



It all starts with how the mint is grown

DR. BRONNER'S soap comes from the earth and biodegrades back into it. Our mint's fragrance is first breathed in by the farmer who grows it, then the factory worker who mixes our soap, and finally the person who uses it to shower, clean dishes, or wash the family dog. Our soap exists in a cycle, beginning in earth and returning, and along the way connecting grower to user, human to human, sister to brother—All-One!

Being mindful of this cycle helps us approach our soapmaking thoughtfully and with care, honoring and respecting the earth and all its inhabitants at each step.

The journey begins in Uttar Pradesh, India, where 1,200 independent farmers have formed a cooperative called Pavitrarmenthe, or *holy mint*. Dr. Bronner's is the largest purchaser of its fair trade and organic mint oil, and as project partners, our Special Ops team has helped to nurture and expand

regenerative organic practices on a large scale—enriching soil as well as communities while sequestering atmospheric carbon. Pavitrarmenthe's centralized compost program helps farmers increase soil biomass and fertility, improve the soil's water-holding capacity, and increase yields, while avoiding chemical fertilizers and capturing atmospheric carbon that would otherwise contribute to global warming. Low tillage and the use of cover crops and crop rotation stabilizes the soil, preserves organic matter, reduces pest and weed pressures, and sequesters atmospheric nitrogen.

Meanwhile, the fair trade premium paid by Dr. Bronner's funds medical camps, drinking water, home toilets, and other community-led development efforts, including creating opportunities for women in the community. From farm to shower, soul to soul, on and on we go.



Dr. Bronner's is pleased to introduce, by popular demand, USDA organic hand sanitizer in our beloved, cooling peppermint fragrance, featuring mint oil regeneratively grown at Pavitrarmenthe, our farmer-centric cooperative in India.



ALL-ONE TO ZERO WASTE!
To help reach our goal of sending <10% of total waste to landfill—“zero waste” in the industry—our creative Green Team inspired and engaged all staff to repurpose old garbage bins and soap labels to create a colorful new waste separation and diversion system. Onward!



Photo by Steve Jeter

One earth, one family, one love

Ignore the media hype! Transformation is happening! Beautiful people doing beautiful things—getting more present, opening our hearts to each other and our sacred earth in All-One-Love!



After years of fighting to expose the agrochemical industry's deceitful and malicious practices, we applauded the August court ruling that affirmed that glyphosate, the herbicide in Roundup, causes cancer, and declared Monsanto liable for \$289 million in retribution.

It took nearly twenty years of relentless activism, but American farmers are finally free to grow hemp and supply its oil for our soaps. With passage of the 2018 Farm Bill, the cannabis plant is on its way to being liberated to serve its highest potential—not just industrial, but medical and spiritual.

In the UK, the suffering of a young boy and his lifesaving cannabis-derived oil treatments created a nationwide call that successfully pressured Parliament to allow access to medical cannabis to all in need of its healing benefits.

These are steps in a revolution that will make plant medicines more widely available, bringing us more healing of body and soul. From veterans to prisoners, these sacred allies can help hurting people process trauma, and in the process help heal Spaceship Earth.

Despite the harm and distractions of our current administration's policies, I believe we're on the cusp of real change. May we keep developing our individual potential, humbling ourselves within the majesty of creation, opening our hearts to each other in compassion, understanding, and appreciation. All-One-Love! —**DAVID BRONNER**

THE THOUSANDS of my granddad's words written on our soap labels come down to this: We must take responsibility for our own lives while living a life of service to others, for we are all children of the same divine source, sisters and brothers sharing one precious planet.

For 70 years, we've viewed our company as an opportunity to live my granddad's vision. As the fighting and uniting soap company, we work hard to raise our personal standards while also pushing for social policies and environmental standards that improve the lives of all human and other beings, near and far.

In 2018, we received an abundance of results and rewards for our efforts that we're excited to share: implementing regenerative organic agriculture, achieving 100% renewable power and working toward zero waste in our U.S. factory, launching an Employee Giving Program and collaborating in disaster relief with our natural product allies through the Grassroots Aid Partnership, and becoming the world's third-highest-ranking B Corp.

the traditional model of aid giver and recipient into a single community of human beings.

From fire relief in California to hurricane relief in Florida, GAP volunteers, supported by donations of food, funds, and other resources, create a space where stresses are relieved so that people can come together and heal through community.

"This is more than a food stop, where you just pick up your box of food and leave," says George Siemon, CEO of Organic Valley. "It's not just disaster relief. It's tenderness to people who've been downtrodden for a while. We say, *Come, cry on my shoulder. Sit and hang out with us and let's have a good talk.* This is about bringing the vulnerable some down-home energy, some hearth energy."

"You get to experience people at their best," says David Bronner. "Coming together in their moment of need, and in their moment of service."

"We all have belly buttons. Take a look. We're all the same."

— **GEORGE SIEMON**

"It restores my faith in humanity," adds Siemon. "We have a primary desire to serve other human beings, and in these trying situations, it gets permission to come out. All the differences evaporate."

While GAP is creating a world where rebuilding is a healthy, soul-feeding, collective responsibility, Dr. Bronner's believes that our responsibility to each other extends even beyond relief response, to work that addresses the literal roots of our crises.

David Bronner: "As natural disasters of all kinds become more frequent with advancing climate change, we will continue to support Grassroots Aid Partnership for on-the-ground relief efforts, and also work toward nurturing more responsible, regenerative organic farming models that, at global scale, can sequester atmospheric carbon in soil and mitigate the worst effects of climate change, along with decarbonizing our economy."



Photo by Ephoto Ernesto Borges

Organic Valley and Dr. Bronner's launch Grassroots Aid Partnership to support disaster relief

TO BE RESILIENT to crisis and unexpected disasters, a community must be able to marshal food and other basic resources at a moment's notice. That's part of the story of Grassroots Aid Partnership (GAP)—bringing together companies from the natural products industry to gather and share resources in times of need.

The bigger part of the story, though, is the soul-level connection that happens when you break down

Das Jahr 2018 in Zahlen

Ökologischer Fußabdruck

RECYCELTE UND RECYCELBARE VERPACKUNGEN

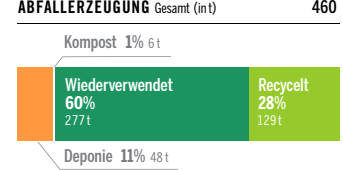
zu 100 % aus PCR* hergestellte Verpackungen	67%
Gesamt-PCR*-Gehalt aller Verpackungsarten	70%
PCR*-Gehalt aller Kunststoffbehälter	77%
PCR*-Gehalt aller Papierverpackungen	95%
Recycelbarer Anteil der Flaschen u. papierbasierten Verpackungen	100%

*Post-Consumer Recycled (Recyclingmaterialien aus dem Endverbrauchsgebiet)

STATUS ROHMATERIALIEN % in 2018

% Fair Trade zertifizierte Rohmaterialien	76%
% Bio-zertifizierte Rohmaterialien	80%

ABFALLERZEUGUNG Gesamt (in t)



PACKMITTELVERBRAUCH

Gesamtgewicht der versandten Produkte einschl. Verpackung	16.475	GESAMTGEWICHT 2018 (t)	% GESAMTGEWICHT DER VERSANDTEN PRODUKTE
Nettoproduktgewicht	14.530		88%
Nettoverpackungsgewicht	1.945		12%
Papierbasiert	728		4%
Metall	19		< 1%
Kunststoff	853		5%
Glas	345		2%

ENERGIEVERBRAUCH 2018 GESAMT

Strom (kWh)	1.487.628
Erdgas (in thm)	36.566
Fossile Brennstoffe (Liter)	85.421
Propan (Liter)	8.546

WASSERVERBRAUCH

Wasser (Liter)	18.275.085
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TREIBHAUSEMISSIONEN (in Tonnen CO₂)

Scope 1 direkt	430
Scope 2 indirekte Energie marktbasierend*	0
standortbezogen	121
Scope 3 sonstige indirekte**	= 44.000

*Für die Scope-2-Emissionen berichten wir sowohl markt- als auch standortbezogene Kennzahlen gemäß dem GHG Protocol. Die standortbezogenen Emissionen in Höhe von 121 t CO₂e spiegeln den nicht erneuerbaren Strom wider, den wir aus dem lokalen Netz bezogen haben. Die mit „null“ angegebenen marktbezogenen Emissionen spiegeln die Zertifikate für Strom aus erneuerbaren Energien (RECs) wider, die Dr. Bronner's über unsere Partnerschaft mit Organic Valley und OneEnergy von landwirtschaftlichen Solarprojekten im Mittleren Westen der USA bezieht.

**Zur Ermittlung der Scope-3-Emissionen verwenden wir Finanzinformationen des Unternehmens sowie mehrere Rechner und Annahmen, darunter das CoolFarm Tool, ein allgemein anerkanntes Computermodell, das die landwirtschaftlichen Treibhausgasemissionen und die Kohlenstoffbindung an den Standorten unserer Fair Trade-Partner quantifiziert. Die Ergebnisse des Modells variieren je nach Annahmen über Böden, die angebaute Kultur und andere natürliche Bedingungen.

Kohlenstoffbindung und Minderung des Klimawandels durch regenerative biologische Landwirtschaft



Die Landwirte verschiedener Agrarrohstoffprojekte von Dr. Bronner's pflanzten mehr als 250.000 Öl- und Kokospalmen, erzeugten über 10.000 Tonnen thermophilen Kompost und verwendeten neue bodenbedeckende Pflanzen. Auch stellten sie auf konservierende Bodenbearbeitung und Erstbepflanzung dynamischer Agroforstflächen um. Diese neuen Praktiken binden etwa 16.000 Tonnen atmosphärisches CO₂ und „kompensieren“ so rund 36 % der 2018 erzeugten Scope-3-Emissionen von Dr. Bronner's aus der landwirtschaftlichen Produktion und Verarbeitung. Durch den Ausbau der dynamischen Agroforstwirtschaft, der Kompostproduktion und anderer Bodenregenerierungsmaßnahmen wollen wir bis 2023 sämtliche unserer Scope-3-Emissionen kompensieren.

Gemeinnützige Spenden nach Bereichen 2018

Förderung des Tierschutzes	\$ 755.000
Kinder- und Jugendförderung	265.000
Bürger- und Menschenrechte	346.000
Verbesserung des Gemeinwesens	590.874
Strafrechtsreform	501.000
Reform der Drogenpolitik	2.638.964
Umweltschutz und Klimawandel	481.200
Fair Trade	511.181
Gesundheitswesen	179.000
Industrielle Nutzung von Hanf	237.000
Armut + Obdachlosigkeit	190.000
Regenerative Lebensmittel + Landwirtschaft	1.343.728
Fürsprache für Lohnleichheit	325.000
Gesamt	\$ 8.363.947

B Impact Report

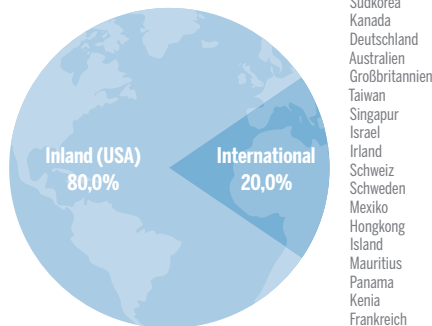
Als Benefit Corporation („B-corporation“, eine Unternehmensform, die Gemeinwohl und privatwirtschaftlichen Nutzen zu vereinen sucht) fühlen wir uns verpflichtet, unsere Leistungen im sozialen und ökologischen Bereich nach dem unabhängigen Standard eines Drittanbieters zu messen. Aufgrund seiner hohen Anforderungen und Integrität haben wir uns für das „B Impact Assessment“ der gemeinnützigen Organisation B Lab entschieden. Die Ergebnisse dieser Bewertung zeigen, dass wir unsere gemeinnützigen Ziele durch unsere konsequenten Maßnahmen sogar übertreffen.

ÜBERBLICK	DR. BRONNER'S SCORE	DURCHSCHN. SCORE*
Umweltschutz	65	12
Mitarbeiter	29	24
Kunden	0	8
Gemeinwesen	69	27
Verantwortliche Führung	15	13
„B“-Bewertung insgesamt	178	51

*Das mittlere B Impact Assessment für Unternehmen 2018

Weltweite Umsätze

steht für USD

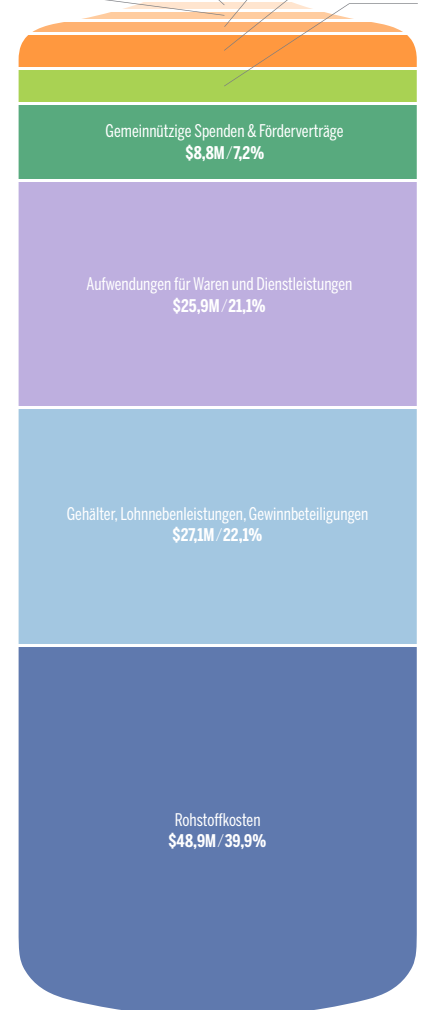


Nettoumsatz 2018: \$122,5M

- Japan
- Südkorea
- Kanada
- Deutschland
- Australien
- Großbritannien
- Taiwan
- Singapur
- Israel
- Irland
- Schweiz
- Schweden
- Mexiko
- Hongkong
- Island
- Mauritius
- Panama
- Kenia
- Frankreich
- Niederlande

Verwendung der Finanzmittel

steht für USD



Nettoumsatz 2018: \$122,5M / 100%

Look: it's all connected

FORTSETZUNG VON VORHERIGER SEITE

kaum etwas erzählt hatte, weil seine „All-One“ Vision seine volle Aufmerksamkeit in Anspruch nahm. Wir hatten also nur einige wenige Anhaltspunkte, um die Geschichte unserer Familie vor dem Zweiten Weltkrieg zu erkunden – die Zeit, als der Großvater unseres Großvaters 1858 die erste Seifenfabrik der Familie im Untergeschoss seines Wohnhauses in Laupheim gründete, oder als sein Vater 40 Jahre später ins nahegelegene Heilbronn umzog, um dort eine zweite Seifenfabrik zu eröffnen. Ich bin so dankbar für die scheinbar zufälligen, glücklichen Momente, die uns Teile unserer Familiengeschichte zurückgegeben haben.

Wie dieser Moment aus dem Jahr 2017: Ich besuchte Laupheim, um einige Vorträge über unsere Familiengeschichte zu halten; darunter einen vor dem örtlichen Historischen Verein auf dem jüdischen Friedhof, wo die Großeltern meines Großvaters begraben liegen. Eine ZuhörerIn sprach mich an. Sie erzählte mir, dass sie die derzeitige Eigentümerin des Hauses unserer Familie sei. Eigentlich hatte sie vorgehabt, es abzureißen, um dort ein Gebäude mit Eigentumswohnungen zu errichten. Doch die Geschichte unserer Familie hatte sie sehr berührt – so sehr, dass sie es uns stattdessen für den Preis, den sie selbst gezahlt hatte, zum Kauf anbot.

Ein weiterer Moment, dieser aus dem Jahr 2016: Eine Frau erkannte uns in der Lokalzeitung und lud uns in ihr Zuhause ein. Dort saßen wir dann plötzlich an dem Esstisch unserer Urgroßeltern, welcher von ihrer treuen katholischen Haushälterin Agathe vor den Nazis verborgen worden war. Als unseren Urgroßeltern bewusst wurde, dass ihre Zukunft in Gefahr war, hatten sie ihre

Möbel und Wertsachen Agathe anvertraut, welche diese nach Ende des Krieges gewissenhaft zurückgab.

Dann ist da der Moment, an dem sich der Kreis dieser Geschichte schließt, an dem sich unsere ganze Familie zu einem Familientreffen in Laupheim versammelte – im Haus unserer Urgroßeltern, welches sich nun wieder in Familienbesitz befindet, und die Stadt, die einst sämtliche ihrer jüdischen Einwohner gewaltsam und beschämenderweise an die Nazis übergeben hatte, begrüßte uns mit offenen Armen – und einer Marschkapelle!

Und es gab noch eine andere wunderschöne Überraschung: Wir verbrachten die Weihnachtstage mit der ganzen „Dr. Bronner's“-Familie hier in Vista, als plötzlich ein Weihnachtsmann auftauchte – unser lieber Freund Nicki Frank. Er brachte uns doch tatsächlich die alte Seifenmaschine unserer Familie, die all die Jahre in der Heilbronner Fabrik überdauert hatte.

Die alte Maschine hat nun eine Zukunft: Sie wird die Besucher unserer Fabrik begrüßen und die Geschichte unserer Familie erzählen und, was am wichtigsten ist, uns an eine größere, gemeinsame Geschichte erinnern; daran, dass wir trotz Verlust und Schmerz eine tiefere Verbindung – zueinander und zu uns selbst – finden können und dass die Heilung in dem Moment geschieht, an dem wir zu erkennen beginnen, dass wir komplett und untrennbar miteinander verbunden sind. In den Worten meines Großvaters, des Gründers von Dr. Bronner's: „Wir sind ALLE EINS oder NICHTS! ALL-ONE!“

—MIKE BRONNER

One earth, one family, one love

FORTSETZUNG VON VORHERIGER SEITE

dass wir nun das Unternehmen mit dem dritthöchsten Ranking der Welt bei B Corp sind!

Nach unserem jahrelangen Kampf, die unlauteren und böswilligen Praktiken der agrochemischen Industrie aufzudecken, haben wir das im August gefällte Gerichtsurteil sehr begrüßt, welches bestätigte, dass Glyphosat (Herbizid in Roundup) Krebs verursacht und Monsanto zu einer Schadensersatzzahlung von 289 Millionen Dollar verpflichtete.

Es erforderte fast zwanzig Jahre an engagiertem Aktivismus, aber nun ist es den amerikanischen Landwirten endlich möglich, Hanf anzubauen und Hanföl für unsere Seifen zu gewinnen. Seit der Verabschiedung des US-Agrargesetzes von 2018 ist die Cannabispflanze nun auf bestem Wege, ihre Nützlichkeit mit uns allen teilen zu können – und zwar nicht nur aus Herstellersperspektive, sondern auch in medizinischer und spiritueller Hinsicht.

In Großbritannien führten das Leiden eines kleinen Jungen und seine lebensrettenden Behandlungen mit aus Cannabis gewonnenem Öl zu einer landesweiten Bewegung, der es gelang, parlamentarisch den Zugang zu medizinischem Cannabis für alle Menschen, die die heilende Wirkung benötigen, durchzusetzen.

Dies sind erste Schritte in einer Revolution, Pflanzen-

arzneimittel in breiterem Maße verfügbar zu machen und uns somit mehr Heilung für Körper und Seele zu ermöglichen. Von Kriegsveteranen bis hin zu Häftlingen – diese heiligen Pflanzen können leidenden Menschen helfen, Traumata zu verarbeiten, und so dazu beitragen, unser Spaceship Earth zu heilen.

Trotz der Schäden und der Ablenkungen, die die Politik der derzeitigen US-Regierung verursacht, bin ich davon überzeugt, dass wir an der Schwelle zu echtem Wandel stehen. Lasst uns unser individuelles Potenzial weiterentwickeln, voller Ehrfurcht vor der Erhabenheit der Schöpfung sein und einander unsere Herzen in Mitgefühl, Verständnis und Wertschätzung öffnen. All-One-Love!

—DAVID BRONNER

Unsere Fair Trade Aktivitäten

FAIR TRADE BESCHAFFUNG 2018

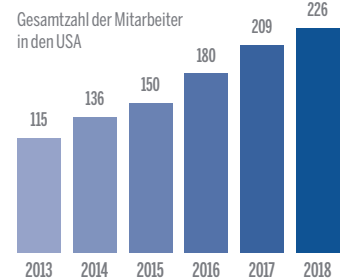
Gesamtmenge der für Dr. Bronner's 2018 produzierten Fair-Trade-Öle (in t)	1.921	DR. BRONNER'S VERBUNDENE UNTERNEHMEN ¹	ANDERE PROJEKTE ²
Verteilung der Fair Trade Prämie nach Themenbereichen			
Unterstützung der Kleinbauern	\$121.962	\$375.519	
Gesundheit	\$138.777	\$11.549	
Bildung	\$46.050	\$15.130	
Wasser und sanitäre Anlagen	\$2.298	\$6.532	
Infrastruktur	\$36.566	\$25.908	
Sonstige	\$82.401	\$109.372	
Gesamt	\$428.054	\$544.010	

EINFLUSS AUF DIE FAIR TRADE-LIEFERKETTE 2018

Anzahl der registrierten Kleinbauern	Männlich	2.103	2.477
	Weiblich	1.044	274
	Gesamt	3.147	2.751
Einkommen der Kleinbauern	Gesamtsumme der Direktkäufe	\$5.670.268	\$13.765.500
	Zusatzbetrag für biologischen Anbau	\$418.508	\$1.215.865
	Durchschnittliches Einkaufsvolumen pro Kleinbauer	\$7.188	\$20.032
Gesamte Anbaufläche in Hektar	Kontrolliert biologischer Anbau	23.251	4.879
	In der Umwandlung befindlich + konventionell	1.365	549
	Gesamt	24.616	5.248

1. Zu Dr. Bronner's verbundenen Unternehmen zählen unter anderen Serendipoi in Sri Lanka (Kokosöl), Serendicoco in Samoa (Kokosöl) und Serendipalm in Ghana (Palmöl). 2. Weitere Fair Trade-Projekte sind Canaan Fair Trade in Palästina (Olivenöl), Pavitrathen in Indien (Minzöl) und Natural Habitats in Ecuador (Palmkernöl).

Wie unsere Familie wächst



BESCHÄFTIGUNGSSTATISTIK 2018

Gesamtzahl der Mitarbeiter in den USA	226
Führungskräfte	44
Intern gewonnene Führungskräfte	25
Teilzeitbeschäftigte	11
Befristet Beschäftigte	6
Durchschnittsalter	39
Durchschnittliche Betriebszugehörigkeit (Jahre)	5,9
Fluktuation	3,9%

DIVERSITÄT

Frauenanteil an der Belegschaft	50,9%
Frauenanteil in Führungspositionen	47,7%

VERGÜTUNG

Vergütungsverhältnis (CEO im Vergleich zum geringst-verdienenden Mitarbeiter)	4,55
CEO: Geringstes Gehalt	
Landesdurchschnitt USA ¹	312

¹Quelle: Economic Policy Institute 2018

