

AVAILABLE FOR INTERVIEW
Lisa Bronner (she/her)

FOUNDER & EDITOR-IN-CHIEF
Going Green with Lisa Bronner

GREEN LIVING EXPERT
Dr. Bronner's Magic Soaps

LISA BRONNER



“It’s in our small daily decisions about our bodies and our homes that we can make the biggest changes in our lives. Let’s journey together.”



LISA BRONNER is a prolific writer, consumer advocate, and speaker on health and green lifestyle issues. She is author of the book *Soap & Soul: A Practical Guide to Minding Your Home, Your Body and Your Spirit with Dr. Bronner's Magic Soaps*, as well as the blog, [Going Green with Lisa Bronner](#), and popular corresponding [Facebook page](#) and [YouTube Channel](#). She is the granddaughter of Dr. Emanuel Bronner, founder of Dr. Bronner's—the top-selling natural brand of soaps in North America and maker of exceptional fair trade and organic products sourced to the highest agricultural and labor standards, and a leading mission-driven brand worldwide.



For more information, visit:
[DRBRONNER.COM](#) and [LISABRONNER.COM](#)

To arrange an interview, please contact Ryan Fletcher:
📞 202-641-0277 ✉ PUBLICAFFAIRS@DRBRONNER.COM

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BIO

LISA helps many make the transition to a healthier home and lifestyle. She is a vocal proponent for regenerative organic agriculture, Fair Trade, transparency in product labeling, and other issues related to consumer safety, social justice and environmental sustainability. As a spokesperson for Dr. Bronner's Magic Soaps, she discusses the brand's product excellence, progressive business practices, and revolutionary activism around the world.



Lisa's book *Soap & Soul* provides over 85 Green-It-Yourself recipes for caring for one's home and body using Dr. Bronner's products and other simple ingredients. Woven throughout this practical text are personal stories from Lisa's own green journey, lessons learned from her life experiences as a parent, as a professional; and explanations on the science behind green cleaning—imparting readers with the confidence and knowledge to adopt a simpler, greener, and more abundant lifestyle.

Lisa's blog, [Going Green with Lisa Bronner](#), and its corresponding [Facebook page](#) and [YouTube Channel](#) address diverse topics related to green living, from personal care and GIY (Green It Yourself) home cleaning tips, to essays on food and family, living lightly, mindfulness and daily life encouragement. Launched in 2010, the blog and social channels include instructional videos as well as photography, and an active community discussion forum.

As an advocate and spokesperson for numerous issues, Lisa has addressed business leaders, students, and activists, but her passion is for helping people embrace healthy personal care, create vibrant homes, and be savvy consumers. She is an advocate for consumer rights, transparency in ingredients labeling for home and body care products, on-package labeling of genetically engineered foods, mindful consumption, and green living.

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 children.



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INTERVIEW ANGLES & TALKING POINTS

GREEN LIVING AND HEALTHY LIFESTYLE ISSUES

Getting started, GIY (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. Greenwashing is big business, but organic does not have to be expensive. Lisa guides people in incorporating healthy, organic methods into their days without breaking their budgets.

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 SOAP IN THE U.S.

Dr. Bronner's has grown from an estimated \$4 million in revenue in 1998 to an estimated \$209 million in net revenue 2024.

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 generous health benefits and profit sharing bonuses.

FIREFIGHTING FOAM & MOVIE SET SNOFOAM

Lisa's father, Jim Bronner, invented firefighting foam and "SnoFoam" 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.

PIONEERING SUSTAINABILITY

In 2023, Dr. Bronner's launched Soap Refill Cartons for its Castile Liquid Soap, which reduces plastic use by over 90% compared to the 100% PCR (post-consumer recycled) soap bottles, which Dr. Bronner's pioneered in 2003. On-site solar panels generate 40% of all power needs at the headquarters and factory; and the company achieves 100% renewable power via renewable energy certificates.

REGENERATIVE ORGANIC AGRICULTURE

Dr. Bronner's is taking a lead role in the development and piloting of Regenerative Organic Certification. The company has given over \$14 million since 1995 to support a variety of organizations and efforts working to promote regenerative organic agriculture to increase soil health and mitigate climate change. Dr. Bronner's is the first company in the world to achieve this certification for Chocolate and Coconut Oil.

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, now Regenerative Organic Certified, 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 \$4 million since 2013 to organizations working to reduce the suffering of farmed animals, protect wildlife, and transition to healthier and more sustainable food systems.



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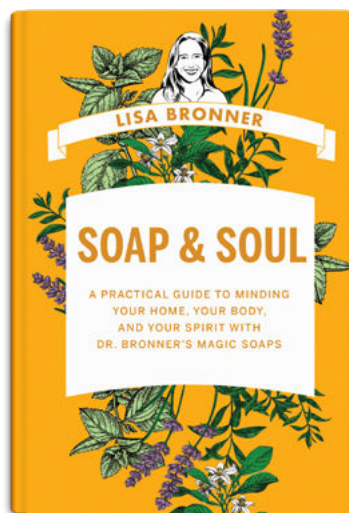
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DR. BRONNER'S MISSION STATEMENT

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!"

To-date Dr. Bronner's has donated over **\$100 MILLION** to charitable and activist causes.



RECENT MEDIA COVERAGE

Forbes

The Washington Post

Better Homes & Gardens

BeautyMatter

FOX 5

San Diego Reader

ORGANIC INSIDER



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