

AVAILABLE FOR INTERVIEW

Michael Bronner (he/him)

PRESIDENT

Dr. Bronner's Magic Soaps

# MICHAEL BRONNER



“We want  
our soap  
to change  
the world.”

**MICHAEL BRONNER** is President of Dr. Bronner's, the top-selling natural brand of soap in North America and a leading mission-driven brand worldwide. He is a grandson of company founder, Emanuel Bronner, and a fifth-generation soap maker. Under Michael and his brother David's leadership, Dr. Bronner's has grown from an estimated \$4 million in revenue in 1998 to an estimated \$209 million in net revenue in 2024.



For more information, visit:  
[WWW.DRBRONNER.COM](http://WWW.DRBRONNER.COM)

To arrange an interview, please contact Ryan Fletcher:  
📞 202-641-0277 ✉ [PUBLIKAFFAIRS@DRBRONNER.COM](mailto:PUBLIKAFFAIRS@DRBRONNER.COM)

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# BIO



**MICHAEL** alongside his brother David, established Dr. Bronner's as a sustainable leader in the natural products industry by becoming one of the first body care brands to formulate with hemp seed oil in 1999 and to certify its soaps, lotions, balms, and other personal care products under the USDA National Organic Program in 2003. Both actions resulted in high-profile litigation with government agencies, the DEA and USDA respectively, that Dr. Bronner's ultimately won, cementing Dr. Bronner's activist orientation in the natural products marketplace.

Michael was promoted from Vice President to President in 2015. Under Michael's leadership, Dr. Bronner's has expanded

overseas into over 40 international markets, and the company has launched multiple new products including Toothpaste, Magic Balms, Peppermint Organic Hand Sanitizer and Magic All-One Chocolate. Since Michael's inaugural year as President, the company has published its annual All-One Report, Dr. Bronner's version of a corporate sustainability and social responsibility report; the company has grown from 136 to more than 300 employees, and adopted new benefits such as a \$1,000 bonus for employees who purchase an electric vehicle, and Ketamine Assisted Therapy as part of the company's health benefits.

Since 2006, Dr. Bronner's has partnered with certified Fair Trade projects around the world to source all major ingredients, including olive oil from Palestine and Israel, coconut oil from Sri Lanka, peppermint oil from India, and sustainable palm oil from Ghana. Dr. Bronner's is now certifying its organic and fair trade coconut, palm, olive and mint oils to the new Regenerative Organic Certified standard. Dr. Bronner's launched the first-ever Regenerative Organic Certified Coconut Oil, in 2020 and the first ever Regenerative Organic Certified Chocolate product in 2024. Furthermore, Dr. Bronner's is a founding partner in the Climate Collaborative, which leverages the power of the Natural Products Industry to compel action on climate change.

Michael has led the expansion of Dr. Bronner's sales overseas, including in Europe and the UK, the Middle East, Japan, Taiwan, South Korea, Hong Kong, Australia and Singapore, bringing the philosophy that guides Dr. Bronner's and its ethically driven products to the global marketplace. Under his leadership, sales in Japan, Korea, and other international markets have grown to be a substantial part of the company's total revenue.

After graduating from Brown University with a degree in English, Michael traveled the world extensively, studying in Ethiopia and teaching English language in Japan for three years. A philanthropist, activist, and active community leader, Michael is an advocate for many social and environmental justice causes advanced by the company, including fair trade, organic standards, animal advocacy and ocean conservation as well as criminal justice reform.

He was born in Los Angeles, California in 1975. Michael lives in North County San Diego and is a proud father of two children.



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# INTERVIEW ANGLES & TALKING POINTS

## OVER 150 YEARS OF FAMILY SOAP-MAKING HISTORY

Dr. Bronner's began in the U.S. 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 executives is capped at five times that of the lowest-paid fully vested position. The company also provides full health benefits and profit sharing bonuses.

## FIREFIGHTING FOAM & MOVIE SET SNOFOAM

Michael's father, Jim Bronner, invented firefighting foam and "Sno-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 operates at pride parades, mud-runs and music festivals across California.

## 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.

## 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.

## PIONEERING SUSTAINABILITY

In 2023, Dr. Bronner's launched Soap Refill Cartons for its Castile Liquid Soap, which reduces plastic use by 82% compared to the 100% PCR soap bottles. 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 also pledged 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 the standard for Chocolate and Coconut Oil.

## ANIMAL ADVOCACY

A core focus of Dr. Bronner's advocacy and social & environmental justice work is supporting leading animal advocacy organizations. Under Michael's leadership, Dr. Bronner's supports ocean conservation organization Sea Shepherd. In 2017, the company donated a ship to their fleet, the MV *Emanuel Bronner*. Further, the company has donated over \$4.3 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. Since 1995 Dr. Bronner's has donated \$33 million to organizations working towards drug policy reform.

## SUPPORT FOR JAIL GUITAR DOORS

Since 2017, Michael Bronner has helped drive Dr. Bronner's support of the criminal justice reform organization, Jail Guitar Doors. Using the medium of collaborative arts—namely the idea that the music is something everyone can benefit from—Jail Guitar Doors strives to achieve measurable rehabilitative outcomes and advance new solutions to diminish prison violence.

While the programs in over 200 adult prisons have been the core focus of the organization, with the support of Dr. Bronner's in 2021, Jail Guitar Doors opened the Community Arts Programming & Outreach (CAPO) Center, which houses a state-of-the-art recording studio—named the All-One Studio, a computer learning lab, and a workshop and event space in Hollywood, CA. The CAPO Center aims to provide a supportive, creative community and work toward pathways to meaningful employment for young people and formerly incarcerated people. Since 2017, Dr. Bronner's has donated over \$695,000 to Jail Guitar Doors.



DR. BRONNER'S  
**ALL-ONE!**

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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

GO

Inc.

Los Angeles Times

FAST COMPANY

The Guardian

The New York Times

npr

AP Associated Press

The San Diego  
Union-Tribune

The Washington Post



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