



AVAILABLE FOR INTERVIEW



## LISA BRONNER

Writer and Editor  
Going Green with a Bronner Mom

“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 a Bronner Mom,”** and granddaughter of Dr. Emanuel Bronner, founder of Dr. Bronner’s—the top-selling brand of natural 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.

### INTERVIEW ANGLES AND 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 liquid and bar soap, and coconut oil,** in the U.S. Dr. Bronner’s has grown from \$4 million in annual revenue in 1998, to just under \$100 million in annual revenue in 2015.
- **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 a mobile shower trailer, “Dr. Bronner’s Magic Foam Experience” that they take to pride parades, mud-runs and music festivals across California.
- **Fair Trade:** This is a means to create an equitable supply chain. 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 benefits for farmers, workers, and their families.
- **Organic Standards in Body Care:** Dr. Bronner’s was one of the first brands to certify its soaps, lotions and balms under the USDA National Organic Program in 2003 and then led the “Coming Clean” campaign to clean up misuse of the term organic in the marketplace.
- **Growth of Organic and Fair Trade Market Worldwide:** Dr. Bronner’s is expanding the organic body care market globally, and catalyzing policy and public awareness on the importance of organic agriculture and fair trade models on a massive scale.
- **Sustainable Palm Oil:** Used in the 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 rain forests are indiscriminately destroyed for palm production.
- **Labeling GMOs** is a key issue for Lisa as well as Dr. Bronner’s.
- **Industrial Hemp:** Dr. Bronner’s has supported lobbying, litigation, and civil disobedience to protest U.S. policy that prevents farmers from growing hemp.
- **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:** Choose organic without breaking the bank.
- **Family Nutrition:** Buying, preparing, and getting your family to eat healthy foods.

A bottle of Dr. Bronner's Pure-Castile Soap is sold in the U.S. every 2.4 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**

The New York Times

THE WALL STREET JOURNAL.

The Washington Post

msnbc

FAST COMPANY

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www.drbronner.com  
www.lisabronner.com

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