

# Natural Health

APRIL 1996

**CLEANLINESS THAT'S NEXT TO GODLINESS**

**25 YEARS** with trademark spiritual messages written in tiny script on the label, Dr. Bronner's soaps have been a staple of the natural lifestyle since the original peppermint liquid soap was manufactured by Bronner himself in the late 1950s. Since then, while all sorts of companies have introduced "all-natural" soaps, none beats Dr. Bronner's, particularly when it comes to versatility: use it to clean your car, bathe pets, wash pesticides from fruits and veggies, and of course to keep your body clean. Dr. Bronner's Castile liquid soap comes in four-ounce to five-gallon containers, in peppermint, lavender, almond, eucalyptus, and super-mild baby varieties. Look for Dr. Bronner's in natural foods stores everywhere, or contact All-One-God-Faith, P.O. Box 28, Escondido, CA 92033.

With word-of-mouth advertising and articles like these, Dr. Bronner's uses the money saved on advertising and marketing for the finest quality ingredients and keeping your cost low!

Ralph Bronner (414) 255-5511  
W172N9335 Shady Lane  
Menomonee Falls, WI 53051



Dr. Bronner's Magic Soap

## Great Gear, cont.

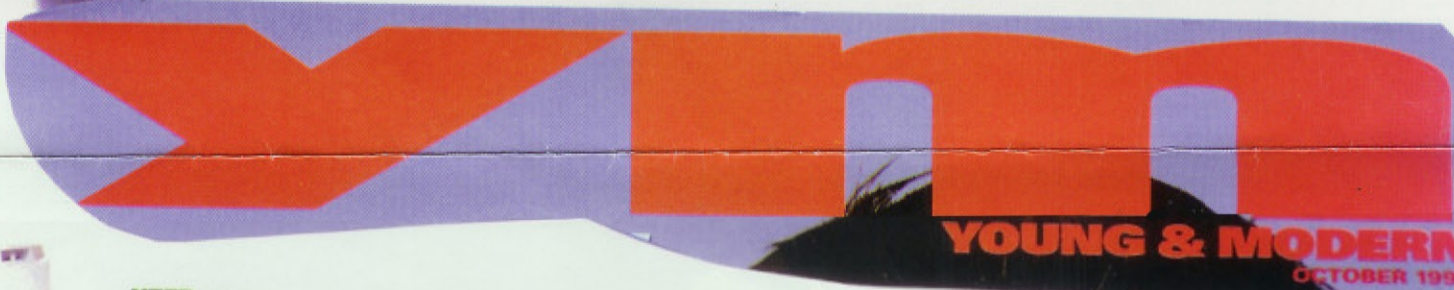
### Cleansing spirit. Dr. Bronner's Castile Soap

(\$2-\$9) entertains, enlightens and, with its multiple uses, eliminates the need to pack a cumbersome number of other products when you hit the trail. The 100% cruelty-free castile soap is both mild and versatile. Follow the directions to "Dilute! Dilute!" and a small bottle can take you through every one of this soap's 18 uses, from the practical (washing body, hair, dishes, and clothes) to the pampering (aftershave and body massage enhancer).



Available in peppermint, almond, eucalyptus, and lavender. Dr. Bronner's 619/743-2211. —A.K.G.

Outdoor Gear



**KEEP** your bathroom shelves stocked with stuff that does what you need but doesn't break your bank

**36.** Save big and smell great with Dr. Bronner's 18-in-1 Pure Castile Soap (\$9.00 for 32-oz bottle) in peppermint, almond, lavender or eucalyptus scent. A jumbo-sized bottle will outlast any bar soap.

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without going broke**

the 50 best beauty bargains ever

# Pope of Soap Dispenses Squeaky Clean Message

By Matthew Fordahl  
Associated Press

ESCONDIDO — Dr. Bronner's soap cleans both body and soul with its minty suds and bubbling potpourri of philosophy on the label, but it's more than another brand with a gimmick.

It's a body wash, shave, shampoo, massage and mouthwash. Nature's own "unsurpassed deodorant," facial pack and mosquito repellent, fruit spray, diaper deodorizer, and denture cleanser.

Most of all, the all-purpose soap has offered an alternative way of life for generations of fans, including hippies in the 60's, yuppies in the 80's and Internet surfers on the 90's.

"There is a definite rational morality to it all," said computer programmer Lou Duchez, 25, of suburban Cleveland. "He believes in God, love, and a future for the human race. Not enough people believe in these things."

Emanuel Bronner's soapbox since 1968 has been the label of his soap. Quoting everyone from Jesus and Hillel, to Marx and Mao, to Oprah Winfrey and Carl Sagan, Bronner's labels boil down a unique - if confusing - philosophy in miniscule print of people living in peace with each other, nature and one God.

"I may have started pursuing the good doctor as something of a mocker, but once I caught him, I came away as something of an admirer," said Duchez, who has helped spread Bronner's message on the Internet.

The mild soap - available in liquid peppermint, lavender, almond, and

*"I may have started pursuing the good doctor as something of a mocker, but once I caught him, I came away as something of an admirer."*

—computer programmer Lou Duchez

other varieties - practices what its label preaches. Not only is it biodegradable, but it can be used for just about anything provided the instructions are followed: "DILUTE! DILUTE! OK!"

It's easy to dismiss Bronner, a self-proclaimed doctor, philosopher and rabbi. These days, he is blind and suffering from Parkinson's disease.

During a recent interview, the 87-year-old Bronner sat reclined in a bed in his back yard overlooking an avocado orchard in Escondido. He spoke as his labels read - the language of what he calls the "Moral ABC's"

"On one-tenth of the label, there are the ingredients and the characteristics of the soap," Bronner whispered, "And 90 percent are the principles by which to use the soap spiritually to clean your mind from half-truths."

His voice rose only to repeat the phrase often used on his label: "All one! All one! For we're all one or none!"

Bronner - with the help of his two sons, Jim and Ralph, two secretaries, and about 20 employees who label, pack, and load the soap by hand - sells with only word-of-mouth advertising.

ALL - ONE - GOD - FAITH Inc. president Jim Bronner says they plan to continue the company after their father dies. They will keep putting

some of the company's profits into projects supporting "Spaceship Earth."

Despite the sales and takeover offers from large corporations, Bronner has always been an unconventional businessman, a rebel, and a peculiar prophet.

In the 1950's, he was considered a crackpot for supporting environmental, anti-Communist, and pacifist causes, Ralph Bronner said.

"Today, mainstream America is promoting those," he said.

The Bronners trace their soapmaking heritage to 1848, when the family business started in Germany. In 1929, Bronner, then a chemist in the family business, emigrated to the United States to escape both a tyrannical father and the rise of Hitler.

He lived in the Chicago area and worked as a consultant for various soap companies until the mid-1940's. Disillusioned with his family's orthodox-Judaism, Bronner created a unified theory of religion focusing on peace, unity and nature, and he promoted it using speeches, flyers and telegrams to world leaders.

Then there was that bizarre crucifixion.

Chicago police found a man nailed to a cross under an elevated train track in 1945, and the man told police that



Dr. Bronner in 1975. Bronner traces his soapmaking skills back to Germany in the 1840's. Without sales people or advertising, he went from 20 gallons a year to over 6 million bottles. He not only developed a good soap, but an unusual label. Today his two sons, Jim and Ralph, are running the business.

he was dying for "Dr. Bronner's Peace Plan." Bronner, who didn't know the man, was arrested and committed to a mental hospital.

Electric shock, manual labor - there was a variety," said Ralph Bronner. "the idea of locking him up for radical ideas... (was like) you'd also lock up Beethoven, Einstein, Babe Ruth, and anyone else obsessed with an idea."

After six months in the asylum, Bronner escaped to California, where he started his own soap business out of a dilapidated Los Angeles hotel in the

late 1940's.

By the late 1960's, the hippies of San Francisco's Haight-Ashbury district were attracted to the soap's natural and environmentally friendly qualities.

Esquire, GQ, Shape, Natural Health, the Wall Street Journal and 50 other publications over the years pursued stories about the soapmaker and his soap. About 30 years ago, he moved from Los Angeles to Escondido, 30 miles northeast of San Diego.

Although the label receives much of the attention, many users say it's simply good soap.

*This article, one of hundreds on Dr. Bronner and the soap, appeared all over the United States in the fall of 1995.*

Dr. Bronner's Magic Soaps  
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