



DR. BRONNER'S  
MAGIC  
"ALL-ONE!"

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## Round One Legal Victory for Organic Consumers and Dr. Bronner's against "Organic Cheater" Personal Care Brands (Avalon, Jason, etc.) and Certifiers (OASIS & Ecocert)

Ikove and Juice Beauty Take High Road and Settle

SAN FRANCISCO, CA – After hearing oral arguments earlier this month, the San Francisco County Superior Court ruled on Thursday, October 8 that Dr. Bronner's Magic Soaps can proceed with its lawsuit seeking to compel "organic cheater" companies and certifiers to drop, or stop certifying, deceptive organic label and brand claims. Culprit brands include Avalon "Organics," Jason "Pure, Natural & Organic," Nature's Gate "Organics," Kiss My Face "Obsessively Organic," Giovanni "Organic Cosmetics," Head "Organics," Desert Essence "Organics" and Stella McCartney's CARE "100% Organic." The culprit certifiers are OASIS and Ecocert. Estee Lauder is also a defendant due to its expressed intent to enter the market under its Aveda brand with misleading OASIS-certified "organic" products. The 800,000-supporter-strong Organic Consumers Association (OCA) has played a leading role in exposing and educating consumers about deceptive organic branding, and the organization is a party in the litigation with Ecocert.

The Court turned aside the defendants' arguments that Dr. Bronner's, in its complaint filed with the Court, had not sufficiently spelled out how actual consumers, the company and competition in the organic personal care industry have been hurt by the defendants' deceptive practices. The Court also rejected a claim by OASIS that its deceptive certification could be protected as free speech. In so ruling, the Court moved the case closer to full consideration of the merits of Dr. Bronner's claims. Organic consumers expect that the main cleansing and moisturizing ingredients in soaps, shampoos and body washes that are labeled "Organic," "Organics" or "Made with Organic" are made from organic materials, as distinct from conventional agricultural materials, are produced without synthetic fertilizers, herbicides or pesticides, and are free of petrochemical compounds. Dr. Bronner's products, in contrast to the defendants' products, contain cleansing and moisturizing ingredients derived only from certified organic oils, are made without any use of petrochemicals, and contain no petrochemical preservatives. The misleading organic noise created by culprit companies' branding and labeling practices interferes with organic consumers' ability to distinguish personal care products whose main ingredients are in fact made with certified organic, not conventional or petrochemical, materials and are free of synthetic preservatives.

Posted at [www.organicconsumers.org/bodycare](http://www.organicconsumers.org/bodycare) and [www.drbronner.com/bodycare](http://www.drbronner.com/bodycare) for the media and public to review, are: (1) the Case Management Conference document filed jointly by Dr. Bronner's and Defendants that frames the case from either position; (2) the Court's recent rulings; and (3) a detailed comparison of U.S. and European natural and organic personal care standards, ranked by rigor and integrity, including USDA Organic (US), NSF (US), Soil Association (UK), BDIH (Germany), Natural Products Association (US), Whole Foods Premium (US), OASIS (US), NaTrue (Germany) and Ecocert (France).

Over the summer, Dr. Bronner's was pleased to settle with former defendants Ikove and Juice Beauty. Ikove has committed to reformulate problematic products to exclude any ingredients containing petrochemical compounds and to label their products appropriately. Dr. Bronner's and Juice Beauty have entered into a Settlement Agreement in which Juice Beauty agrees to accept the Court's decision; but in any event, even should the Court not so mandate, Juice Beauty has committed that no ingredients including petrochemical compounds shall be in any Juice Beauty product whatsoever as of February, 2010. "We're optimistic as the case progresses that other companies who have further to go will nonetheless see the light and agree to settle rather than drag this out," says Dr. Bronner's President David Bronner. "The writing is on the wall for companies who misbrand conventional personal care as 'organic' to mislead consumers," adds OCA Executive Director Ronnie Cummins.

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