

THE POPE OF SOAP



Dr. Bronner passed away in March of 1997. Our family continues the business with the quality, integrity and ideals he established.

This letter was written after an article appeared in Esquire Magazine in 1972. I wouldn't change one word today

Salvation in a Bottle

My father's life has been so full of the unusual, the bizarre, the humorous as well as the outstanding and the dedicated, that it is difficult to write objectively about it. Mr. Kunen did better than I thought possible, with his blending of humor, respect, doubt and understanding as well as straight reporting in his article *Dr. Bronner's Magic Soap* (December). Years ago I used to argue endlessly with my father that no one would buy a shampoo with a label crammed full of FULL TRUTHS and ideas. I thought it should be called Mint Glow and be sold like the other hundred shampoos. Luckily he didn't listen because he wasn't interested in just selling shampoo. He wanted to spread his ideas and the shampoo, good as it is, was just the messenger.

I also used to tell him that his ideas would never work. That it is a waste of time working on a Moral ABC that will save the world. "Why don't you just relax like the rest of us?" Well, I've come full circle. I now have nothing but respect for the fact that there is a man who has gone blind, who could be a millionaire and live in comfort; but who instead has spent most of his life trying to arrive at the precise message that will unite all men as brothers.

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Master soap maker Bronner has a plan to help unite God's spaceship Earth and he's not just talking suds.

Adapted From Article....

(1st part of 3 pages)

By Bob Frost

The first thing to know about Emanuel Bronner is that he makes a very good soap. Dr. Bronner's Pure-Castile Soap, available in health-food stores in a liquid and bar form, is all natural, inexpensive and versatile. I used it to wash my face and hands, dishes, floors, vegetables and dog.

The second thing to know is that the soap is a vital part of his plan to help unite God's spaceship Earth.

"Two million people are under that soap," Bronner chants, "and when I get a few

million more you're going to see the world start to come together, to really come together! We're in danger until that day! We must be all one! ALL-ONE! This is the only way to avoid blowing ourselves UP!"

Bronner sells every drop he makes — some \$6 million worth annually. Sales weren't always so good. When the soap was introduced in the early 1950's, the concept of all-naturalness was either unknown to most Americans or deemed unnecessary — or even vaguely subversive. Bronner, however, had been raised in Germany, where health and naturalness were deep-seated, longstanding cultural values. Bronner believed in his product, stuck by it and scraped by though the fifties and sixties.

The soap was discovered by the hippies in the late sixties, about the same time they started buying lots of brown rice and alfalfa sprouts. They loved the fact that Bronner's soap was a natural product made by a real person rather than a faceless corporation, and was cheap.

They also like the label. Written by Bronner, it is the key, he says, to help unite God's spaceship Earth.