



What's In Your Shampoo?

Some time ago we were filming at a BFA event when certifying cosmetics was under discussion. It is very difficult for companies in the cosmetic industry to actually be certified in many areas and especially worldwide as so many different standards apply

Knowing this I was over the moon when I started finding certified hair products. This is my favourite: Dr Bronner's Shikakai liquid organic hand and body soap which I use as a shampoo. And when I read the label I knew this was my kind of product:

Dr. Bronner's magic soaps company strongly believes in running a business that is good for its employees, Society and the planet all profits not needed to reinvest in the company Dr. Bronner's donates to charity and worthwhile causes, at least a third of after-tax profits. This is over and above funds for fair trade projects.

Certified under the USDA national organic program

In the spirit of Dr. Emanuel Bronner's vision of constructive capitalism, Dr Bronner's now now sources all main ingredients from certified Fair Trade and organic sources these are coconut, palm, olive, jojoba, hemp and mint oils that account together for over 95% of agricultural raw materials. Our goal of the going organic and fair trade is to ensure that everyone along our supply chains -- farmers, farm workers and workers in processing -- receives fair compensation. Also all farming and processing should be done in a way that minimises harm to the environment and sustains fertility and productivity of the land by organic means

The Bronner family does right by all its employees. Executive compensation is at 5 to 1, meaning that no one earns more than five times in the other. All employees receive up to 25% of their salary as a bonus every year get 15% of their salary as profit-sharing or retirement and have 100% free health care for themselves and their families

The goal of this generation is to take the environment and social ideals that Dr. Bronner espoused on his labels and apply them to a sphere of influence, for example by going both organic and fair trade. We know and do right by the farmers and workers who produce materials that go into our soaps.

Dr. Bronner's was founded in 1948 by Dr. Emanuel Bronner 1909 to 1997 a third-generation master soap maker from a German Jewish soap making family that 1st started manufacturing soap in 1858. Driven by the Holocaust that claimed his parents and Cold War that threatened his children, Dr. Bronner urgently spread his message that we must realise that our transcendent unity across religious and ethnic divides or we will perish: "We are all one or none!"

Farming Secrets says: Every label should bring you joy when you read it!