SOCIOLOGY

[Name of the Writer]

[Name of the Institution]

**Sociology**

**Globalization, Products, and Consumerism**

Dr. Bronner's Magic Soap

Headquarter of Dr. Bronner's Magic Soap is located in California. This company makes products related to personal care and organic soap and was founded by Emanuel Bronner in the late 1940s. Still, the company runs by Bronner family member. In 2017, 120 million dollars were collected as revenue annually. Most of the ingredients used in Magic Soaps made by Dr. Bronner are organic in nature. Dr. Bronner's company makes its products in countries such as Ghana, Samoa, Kenya, and India through LLC, Serendiworld.

They have mass produced most of the products and sell it mostly in America. It sells its product in the name of organic and natural product. I mostly use this product 2-3 times daily. After a month I have to purchase a new product for my daily usage.

Benefits offered to all the employees of Dr. Bronner’s makes no distinction whether the employee is a company leader or a worker. 15% of reception of the paid salary by all the employees annually goes into their retirement plan; bonuses up to 25% of salary are given and health policy for all its employees is provided. Up to $ 5000 is paid to each family for venues related to childcare.

Bronner was a keen promoter of his ideology related to syncretic ideology and distribute originally his soap to those who attended his philosophy ‘All One’ lectures but in short period of time is convinced that people are not seeking his ideology but rather his soap.

As for today most of the products are synthetic in nature, Dr. Bronner's philosophy and ideology reflects in not his teachings but also in his products. This company makes pure organic with fair trade ingredients and most products used in this soap are vegan in nature so I am definitely going to use it for my daily requirements.

**References**

#### *About: Our Six Cosmic Principles*. (2019). *Dr. Bronner's*. Retrieved 1 May 2019, from https://www.drbronner.com/about/