

Dr. Bronner's soapbox: Working GMO labels into a lather

Perhaps it's no surprise that a company famous for filling every available inch of its product labels with words favors adding more words to labels. The inevitable next step: Creating labels that campaign for more labeling.

Dr. Bronner's Magic Soaps is one of the biggest donors supporting Washington state's proposition 522, which would require food makers to label products that might contain genetically modified ingredients. Now Dr. Bronner's has created a special label for its quart-sized soaps, promoting Prop 522.

I've always loved Dr. Bronner's soap. It's the smell of my people: the clean hippies, as opposed to the dirty kind. As a kid, I practiced reading on those labels, rotating the bottle to follow the text as my toes pruned in the bath.

Read the full, original story here: ["Dr. Bronner's soapbox: Working GMO labels into a lather"](#)