

Magic Soaps GMO labeling supporter in trouble for mislabeling products

Dr. Bronner's Magic Soaps, the deep-pocketed California company that wants all food companies to disclose whether their products contain genetically modified ingredients, is itself in trouble with the U.S. Food and Drug Administration (FDA) for one of its own labels.

It is accused of misbranding a drug as a food product and hiding a damaging ingredient. FDA sent David Bronner, the organic industry's favorite soap company for its frequent six-figure contributions to GMO labeling campaigns, a [warning letter](#) about "Dr. Bronner's Magic 'All-One!' Fresh Pressed Virgin Coconut Oil."

"Based on our review of the product label, we have determined that your product is promoted for conditions that cause it to be a drug under section 201(g)(1)(B) of the Federal Food, Drug and Cosmetic Act," says the recently released July 8 warning letter from William A. Correll Jr., acting director of the office of compliance for FDA's Center for Food Safety and Applied Nutrition.

The Escondido, California-based company has been one of the top contributors to West Coast campaigns for GMO labeling. This year, Dr. Bronner's has already contributed \$250,000 to Oregon's "GMO Right to Know" campaign. All told, Dr. Bronner's support for labeling proposals has totaled \$2.71 million.

Read the full, original article: Big donor to GMO labeling campaigns gets in trouble for one of its own labels

[Note: Food Safety News advised the GLP that the original article is being update and has been temporarily removed from its site; we will keep you updated as to revisions, as we know of them. Here is a response to the article by Dr. Bronner's: <http://digitaljournal.com/pr/2132319>]