



### **B Lab Statement on Marie-Stella-Maris B Corp Certification**

B Lab's independent Standards Advisory Council has rendered the following decision and guidance regarding eligibility for B Corp Certification for bottled water companies:

*"Bottled water companies are eligible for B Corp Certification with additional review by the Standards Advisory Council and, at minimum, incremental disclosure on their public B Corp profile regarding material sensitive issues in the industry."*

Marie-Stella-Maris is required to disclose a summary of its practices in the areas of Water Access, Sustainable Usage, and Waste Management as a part of its B Corp Certification. For more information on the review process, please refer to B Lab's statement on the bottled water industry and B Corp Certification [here](#).

### **Summary of Company**

Marie-Stella-Maris is a personal care retail company whose products are made with [clean and natural ingredients](#). In addition to bottled mineral water, their products include natural body care and luxury home fragrances. Through their sales, Marie-Stella-Maris is able to support clean water projects by donating a fixed percentage of their revenue to projects in-line with their belief that everyone should have access to clean water.

Since the company's start in 2011, Marie-Stella-Maris has been able to contribute more than 2.1 million euro to such projects and has provided clean water for more than 100,000 people.

The company is responsible for the water extraction, bottling, distribution, and sale. In its last fiscal year, the company earned 29% of its annual revenue from the sale of water.

Marie-Stella-Maris has the following brands of water:

- Marie-Stella-Maris



## **Marie-Stella-Maris's Industry Practices**

### Water Access

The company uses the Kastel A Essen, Gebirgsquelle & Werretaler de Löhne water sources.

The following agencies play a role in regulating access to water and the company's water extraction practices: Struktur-Und Genehmigungsdirektion Nord

Marie-Stella-Maris has reported they are not engaged in any lobbying or policy advocacy for cheaper water prices nor easier water access. The company also reported there are no stakeholder concerns regarding its water access that remain unresolved.

### Sustainable Usage

The water Marie-Stella-Maris uses for their products are extracted from deep groundwater wells using pumps. The company has conducted a hydrogeological study which has shown an approved withdrawal quantity of 8 m<sup>3</sup>/h // 190 m<sup>3</sup>/d. Marie-Stella-Maris currently withdraws water at a rate of 6 m<sup>3</sup>/h.

### Waste Management

Marie-Stella-Maris currently uses a combination of Tetra Paks and PET/rPET bottles for their products. Their plastic bottles are made up of 50% rPET and 50% PET input materials with a goal to transition to 100% rPET. In addition to the plastic bottles in use, the Tetra Paks currently use tethered caps made up of 100% rPET input material. The company is also a part of the Statiegeld Nederland deposit system which collects their PET bottles for recycling purposes.