



Love Ocean is proud to announce that we are now a certified B Corporation

FOR IMMEDIATE RELEASE 07/02/24:
Love Ocean Group Ltd certifies as a B Corporation

Love Ocean's mission has been clear from launch on World Ocean Day 2021. To put ocean conservation front of mind in every family home all over the world, using our unique Whale Tail bottles as an easily recognised, powerful, yet playful reminder of the importance of protecting our oceans. Positively uniting children and parents, motivating behaviour change and leading consumers to a whole new paradigm where refill and reuse are the new normal.

Our 'commerce for a cause' business philosophy aligned us with core values of B Corp, and our B Corp assessment journey was one of the central parts of our go to market strategy, to ensure we could verify our sustainability credentials.

We embarked on our certification journey in February 2022 assessed against rigorous standards in a process that took hours of due diligence and compliance work.

But what does it actually mean to be a B Corp? B Corps are businesses that can prove they meet rigorous social and environmental standards, which represent their impact commitment outside of profit alone. There are five impact areas to the B Corp certification process and we were assessed and scored against all five. To certify, a business must gain a minimum of 80 points Love Ocean certified at 90.8.

Love Ocean Founder Gabi Jennings, says: 'This is a landmark moment for our beloved brand that been built with a purpose to do good in the world. We set out with a mission to make an impact, and having the validation of a B Corp approval, proves we are on course to deliver on that mission'

For further information:

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Editors Notes:

The B Corp certification addresses the entirety of a business' operations and covers five key impact areas of Governance, Workers, Community, Environment and Customers. The certification process is rigorous, with applicants required to reach a benchmark score of over 80 while providing evidence of socially and environmentally responsible practices relating to energy supplies, waste and water use, worker compensation, diversity and corporate transparency. To complete the certification, the company will legally embed their commitment to purpose beyond profit in their company articles.

Love Ocean Group Ltd is now part of a community of 7,000 businesses globally who have certified as B Corps. The B Corp community in the UK, representing a broad cross section of industries and sizes, comprises over 1,500 companies and include well-known brands such as The Guardian, innocent, Patagonia, The Body Shop and organic food pioneers Abel & Cole.

Recent attention on the beauty and personal care industry makes Love Ocean's B Corp certification a notable step and signals a shift towards greater accountability and transparency in the sector.

Chris Turner, Executive Director of B Lab UK, says "We are delighted to welcome Love Ocean to the B Corp community. This is a movement of companies who are committed to changing how business operates and believe business really can be a force for good. We know that Love Ocean are going to be a fantastic addition to the community and will continue driving the conversation forward".

About B Lab UK:

B Lab UK is transforming the economy to benefit all people, communities, and the planet. A leader in economic systems change, our global network creates standards, policies, and tools for business, and we certify companies—known as B Corps—who are leading the way. To date, our global community includes over 7,000 B Corps in 90 countries and 161 industries, and over 150,000 companies manage their impact with the B Impact Assessment and the SDG Action Manager.

<http://bcorporation.uk/>

