

N°76  
**Courage des Bois**  
HAND & BODY WASH REFILL

# “Why throw away things you still love?”

Marie-Stella-Maris introduces refill packaging for its hand & body wash.

‘Why throw away things you still love’ is the campaign slogan by which Marie-Stella-Maris introduces the refills for their liquid soaps. From 3 June the refill packaging will be available in four different scents.



## Refill ‘Let’s keep loving’

With the success of having a refill station in their store in Amsterdam, Marie-Stella-Maris noticed a shifting consumer demand for recycling possibilities. The growing interest in reusing, by refilling your purchase has led to the introduction of a refill packaging to take home. The hand & body wash refill comes in a reclosable 600 ml pouch, so you can easily refill your ‘still good looking’ empty 300 or 470 ml soap bottles at home. The refill is friendly to the planet and your wallet. For a new 300 ml bottle you normally pay 22 euros - for only 7 euros extra (29 euros) you’ll get a refill pouch with twice as much contents (600 ml)! Moreover, refilling means less packaging material and therefore less waste.

## The scents

The refill pouch is available in four different scents: *No.73 Poivre Noir Frais*: an original and elegant unisex scent made with black pepper, geranium and lavender. *No.74 Lemon Notes*: An energizing refreshing, yet warm character made with lemongrass, bergamot and vetiver. *No.76 Courage des Bois*: a timeless, woody and warm character made with sandalwood, oud and patchouli. *No.92 Objets d’Amsterdam*: Marie-Stella-Maris ‘iconic, clean and sparkling scent made with green tea, citrus accords and musk.

### **Availability and price**

From 3 June the refill pouches will be available through the own web shop ([marie-stella-maris.com](http://marie-stella-maris.com)), in the Marie-Stella-Maris Store at the Keizersgracht in Amsterdam, and via various (online) retail partners such as Net-a-Porter and de Bijenkorf.

Hand & body wash refill 600 ml - 29 euros.

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### **About Marie-Stella-Maris**

Marie-Stella-Maris is an Amsterdam-based lifestyle brand with a social mission: clean drinking water for everyone, everywhere. They contribute through selling natural mineral water, natural care products and luxurious home fragrances. For each item sold, Marie-Stella-Maris donates a fixed amount to support water projects all over the world.

For each litre of their mineral water sold, they donate 5 eurocents, additionally 5% of all the body and home products turnover also contributes. Since its introduction in 2011, Marie-Stella-Maris and its partners and customers, have provide over 900,000 euros. Ever since, the Marie-Stella-Maris Foundation has supported 12 projects, providing more than 28,000 people with access to clean drinking water.

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