



Nuun Hydration

Empower more movement

Established:
2004

Operates:
Globally

Industry:
Beverages

Business Concept

- Produces electrolyte tablets and hydration products for active, everyday use
- Offers hydration solutions for athletes, outdoor recreation, and general wellness
- Designs lightweight, low-waste products that reduce plastic compared to bottled sports drinks

Sustainability

- Certified B Corporation: meets high standards of social and environmental responsibility
- All Nuun products are included under the certification, not just select lines
- Reassessed every three years to measure progress and improve impact



B-Impact Score: Strengths

*80 qualifies for B Corp Certification, average is 50.9

- **Governance:** Impact business model ✓
- **Workers:** Financial security ✓
- **Community:** Supply Chain Management ✓
- **Environment:** Toxin Reduction / Remediation ✓
- **Customers:** Customer Stewardship ✓

88.3

Brand Value and Economic Benefits

"With responsible practices, we have the collective power to create a more inclusive and sustainable world." - Nuun

- Appeals to wellness and sustainability-focused consumers
- Public benefit corporation status ensures long-term commitment to responsible practices



Learn More

[Nuun: A Proud B-Corporation](#)

[Nuun Website](#)

[B-Score Full Breakdown: Nuun](#)

SUSTAINABILITY
AMBASSADORS



Student-created (Matthew Fischer)