

Blue Lagoon Policy

Quality | Health | Safety | Environment | Human Resources | Social Responsibility | Sustainability

The Blue Lagoon Policy is the ethical and philosophical cornerstone of the company's operational and corporate governance. It is a distillation of the five constituent policies covering the environment, health & safety, human resources, quality, and corporate social responsibility. Encompassing every dimension of Blue Lagoon's operations, this policy provides an overview of the company's galvanizing principles as an inspirational workplace, a renowned research and medical treatment establishment, a producer of bioactive skincare, a world-class wellness destination, and a paragon of sustainability.

Environment

Our environment is sacred. We constantly strive to cultivate and nurture a harmonic relationship between man and nature. This aspiration is embodied in the phrase, “a society without waste,” and is manifest in the sustainable, carbon-neutral, plastic-free dominion of the Blue Lagoon experience. We view ourselves as custodians of the land and caretakers of its precious natural resources. Without geothermal seawater, there would be no Blue Lagoon.

Health & Safety

At heart, Blue Lagoon is in the business of creating memories. While enjoyment is key, health & safety are paramount. The physical and psychological wellbeing of our employees, guests, and customers is at the forefront of our operations. With “safety always” vigilance, 24/7 responsiveness, and a culture of mutual caring and respect, we ensure a healthy, harmonious environment for both employees and visitors.

Human Resources

Together with our geothermal seawater—the origin of sustainable wellbeing at Blue Lagoon—our people are our most valuable resource. The company strives to create an enriching, dynamic workplace characterized by equality, innovation, care, respect, trust, and teamwork. Each employee is given opportunities to enhance their knowledge and fulfill their potential through personal and professional growth. Likewise, the company recognizes the fundamental importance of a healthy balance between work life and private life.

Quality

Blue Lagoon seeks to provide the highest quality products, services, and experiences for its customers and guests, thus creating unforgettable memories. We accomplish this goal through continuous improvement, innovation, adaptation, and robust quality assurance protocols. Our unrelenting drive for excellence constantly pushes us to exceed customer expectations as we turn weaknesses into strengths.

Corporate Social Responsibility (CSR)

In every sphere of its operations, Blue Lagoon is a model corporate citizen, fulfilling or succeeding all legal and regulatory requirements. The company is guided by the interplay of its

internal and external brand values, which are tuned for different audiences. Our internal values—We Care, We Respect, We Bring Joy, and We Create Memories—inspire our staff. Our external values—Extraordinary, Memorable, Harmony, Sustainability, People first, Immersive—animate every customer-facing sector of Blue Lagoon, from architecture and design to hospitality and marketing. Anchored by the synthesis of these values, the company foregrounds its fundamental concern for human rights, as well as the social, economic, and environmental impact of its business. Moreover, scientific research has been the hallmark of Blue Lagoon's philosophy since the foundation of the company. Continuously enhancing our knowledge of our natural resources, we openly share our findings. From sustainability, to employee relations, to philanthropic efforts supporting local communities, to scholarly transparency, Blue Lagoon aspires to be a lodestar in the realm of wellbeing.

Ultimately, the synthesis and interplay of our five constituent policies produces an overarching, all-encompassing ethos defined by respect for the environment, a virtuous and unified workplace, the primacy of health and safety, heightened standards of quality for services and products, and an unwavering commitment to creating unforgettable memories and being the most desired destination on the planet.