

Self-Care, Simplified

Millie Bobby Brown and BRITA Empower a New Generation

Taunusstein, May 8, 2026 – BRITA has named Millie Bobby Brown its first global brand ambassador, opening a new chapter for the global water filtration company. The actress and entrepreneur will headline the brand's latest international campaign, launching across markets worldwide on May 7th, 2026.

Under the platform “Own Your Thing,” Brown partners with BRITA to highlight the role of everyday hydration in modern self-care. Through personal moments and everyday routines, the campaign shows how simple and conscious habits can support balance and well-being in a fast-paced world.

From Red Carpet to Real Life

From international premieres to running her own beauty brand, Brown represents a generation that values honesty over perfection. She has grown up in the public eye but has consistently shaped her own narrative. As an actress, producer and entrepreneur, she stands for independence, discipline and self-determination.

Her message is clear: self-care is not about curated aesthetics. It is about protecting your energy and knowing who you are. “One thing I will never apologize for? Being myself.”

For Millie Bobby Brown, partnerships must reflect her values. “I like to involve myself in things that have purpose, that have meaning, that fit into my daily life. And BRITA felt like the most organic, authentic version of that.”

A Campaign That Feels Personal

In the global campaign, Brown shares moments from her everyday routine. The visuals move away from staged glamour and instead focus on natural, intimate settings. Hydration becomes part of her rhythm — at home, on set, during travel, and in between demanding schedules.

Through digital storytelling, short films and personal statements, she highlights the small rituals that help her stay focused and balanced. BRITA products are seamlessly integrated into these scenes, reinforcing the idea that self-care does not have to be complicated. Sometimes it begins with something as simple as drinking enough water.

The Beauty of Everyday Hydration

At the heart of the campaign lies a clear idea. Hydration is more than a function. It is a mindset. Drinking enough water supports normal physical functions and overall well-being. Filtering tap water makes this daily ritual easier.

In a cultural moment defined by pressure, comparison and constant visibility, the collaboration sends a powerful message: small, consistent choices matter. Self-care becomes less about performance and more about intention.

Markus Hankammer, CEO of the BRITA Group, says: “With Millie Bobby Brown, we are bringing our message about modern hydration to audiences around the world. Our goal is to make hydration a natural part of a conscious and sustainable everyday life — accessible, relevant, and scalable across international markets.”

BRITA, based in Taunusstein, Germany, is one of the leading companies in water filtration, with products that support everyday hydration in seventy countries worldwide. With its latest global campaign rollout, the company sets out to establish hydration as a modern lifestyle category across international markets.

With “Own Your Thing,” Millie Bobby Brown and BRITA invite a new generation to rethink self-care — not as a performance, but as a daily decision that begins with something simple: taking care of yourself.

About the BRITA Group:

With total revenue of €727 million in the 2024 financial year and 2,433 employees worldwide at the end of 2024 (including 1,296 in Germany), the BRITA Group is one of the leading companies in drinking water optimization. Its flagship brand BRITA holds a leading position in the global water filter market.

The family-owned company, headquartered in Taunusstein near Wiesbaden, is represented on all five continents through 27 national and international subsidiaries or operating sites, as well as through equity investments, distribution partners, and industrial partners in 70 countries. It operates five production facilities in Germany, the United Kingdom, Italy, and China.

Founded in 1966, the inventor of the household table water filter now develops, produces, and distributes a wide range of innovative drinking water optimization solutions for both private use (table water filters, plumbed-in systems, soda makers, as well as BRITA Integrated Solutions for small and large electrical appliances from well-known manufacturers) and commercial use (solutions for hotels, restaurants, catering, and vending machines), as well as plumbed-in water dispensers for offices, schools, the hospitality sector, and hygiene-sensitive care environments (hospitals and nursing homes).

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