

APIVITA

APIVITA started with a vision 36 years ago to create a unique and philosophy-driven company with strong values and social responsibility. Since 1979 we have been creating natural, effective and holistic products that combine naturally derived active ingredients, extracts from plants of Greek nature, beehive products of high nutritional value and organic essential oils. Today we have a range of 300 innovative products covering nearly all cosmetic needs (e.g. face, hair, body, etc.), produced in a state-of-the-art, FDA approved, bioclimatic factory in Greece. The APIVITA brand is commercialized through 6 main channels: Pharmacies, Premium Department Stores, Flagship Stores, Hotel/Spa, Travel Retail and the Internet. APIVITA has a global presence in 14 countries with over 4,000 Point of Sales of which 25 APIVITA Flagship Stores, including a new 5-floor 500 sq. meter Experience Store in the heart of Athens, 10 own Stores in Japan and 10 stores in Hong Kong.