



Natural Cosmetics  
*from Greece*

### Company Profile

Fresh Line was founded in 1992 in Greece and has been developing natural cosmetics ever since. It is inspired by Ancient Greek practices of herbal therapy and traditional homemade recipes. It started with a family-operated small shop in Athens and has gradually expanded over the years to a structured business with 100 employees, counting 250 retail locations in 12 countries. The company holds a long experience and expertise in international collaborations with foreign distributors and major department stores.

Today, Fresh Line operates its own 6.000 m<sup>2</sup> bioclimatic production unit in Athens and carries more than 300 products for face, body and hair, some of which are still produced exclusively by hand, without the use of machinery. Aside from standard product formats, Fresh Line is popularly known for its pioneer "Fresh Bar" that includes a variety of products sold by weight to the customer, at any desired quantity.