



Natural Cosmetics
from Greece

Short Bio Natalie Vagioni

I was born and raised in Athens and am the youngest daughter of Mayra Vagioni-Stasinopoulou, founder and President of Fresh Line Cosmetics. From an early age, I was influenced and fascinated by her family's tradition as making cosmetics at home has been a connecting link for over 4 generations.

After graduating from an international high school, I studied "Mathematics & Business Studies" at the Queen Mary, University of London. In 2001, I moved back to Greece enthused to pursue a dynamic involvement in Fresh Line. Aiming to get a thorough overview and as much exposure as possible to 360° organizational processes, I made a start as a sales girl working my way up through all business units.

In 2009, being well-equipped, I undertook the position of Chief Executive Officer, which I hold to date. My belief lies in the importance of continuous development, as well as the power of alignment and teamwork. Clear purpose and strong values, along with a dedication for business expansion lead to a never-ending progressive strategic restructuring of the company.

My dream is to globally expand the brand so that people around the world are given the opportunity to discover the multiple benefits of nature through the cosmetics we make with great passion in my homeland, Greece.