

APIVITA



# NATURAL BEAUTY CARE

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BORN OF BEES IN GREEK NATURE  
RAISED BY SCIENCE



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POLLINATE BEAUTY

# The PUIG community

APIVITA: MEMBER OF THE SKINCARE POLE WITHIN

## The PUIG Community



**PERFUME, MAKE-UP & FASHION**

**2B€** in sales

**Leading** group in the industry

Jean Paul  
**GAULTIER**

**paco rabanne**

**L'Artisan Parfumeur**  
PARIS

**Charlotte Tilbury**

CAROLINA HERRERA  
NEW YORK

NINA RICCI

**PENHALIGON'S**  
EST. LONDON 1870

Christian  
**Louboutin**



**SKINCARE**

**600M€** in sales

**#3** worldwide player in dermo

APIVITA

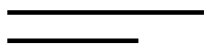
**URIAGE**  
EAU THERMALE

**ISDIN**  
LOVE YOUR SKIN

**GRANADO**  
— PHARMACIAS —  
DESDE 1870



# Our identity



# Our story

## Our story to be told

Convinced of the unequalled power for **health & beauty** of the **value-added products from the hive** & the **powerful Greek flora**, APIVITA (the “Life of the bee”) is a **pioneer responsible organization** that offers **effective natural beauty solutions** for the face, body & hair, derived from **bee nectars, southern plants extracts** & “augmented” by cutting-edge **green cosmetology**



# Bees & Plants

AN EVERLASTING WINNING SYNERGY

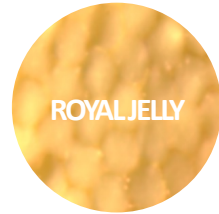
## Bees & Plants

OUR IDENTITY

SUPERIOR BEE NECTARS



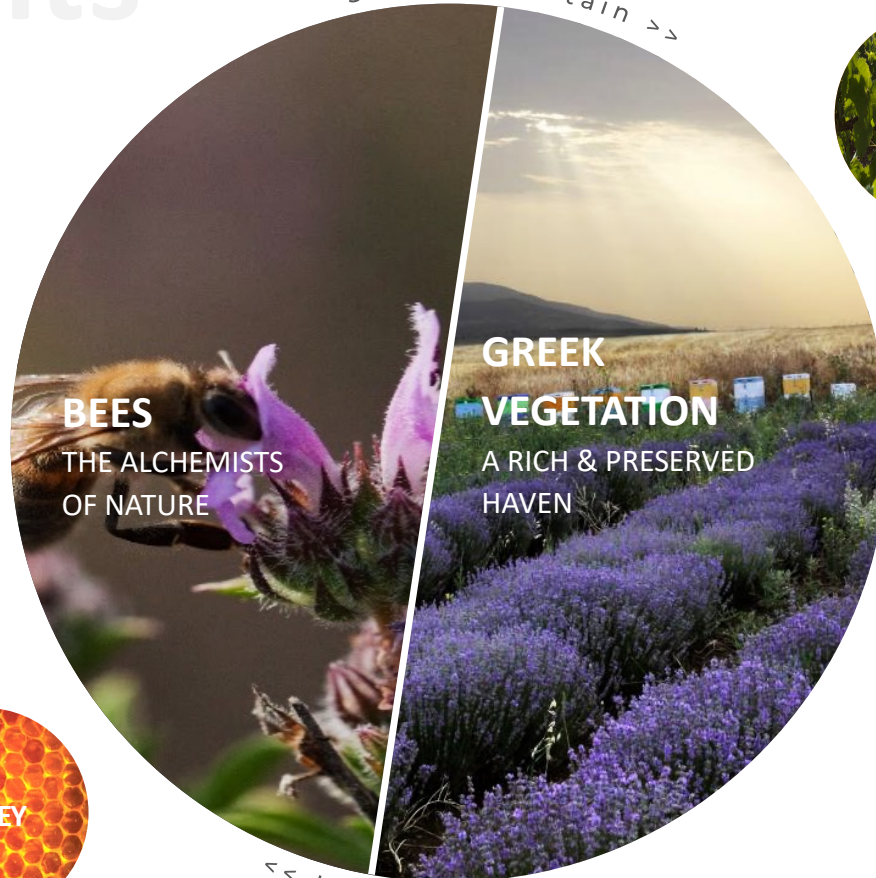
PROPOLIS



ROYAL JELLY



HONEY



**BEES**  
THE ALCHEMISTS  
OF NATURE

**GREEK  
VEGETATION**  
A RICH & PRESERVED  
HAVEN

Shape & Sustain >>

<< Host & Feed



PLANT  
EXTRACTS



HERBAL  
INFUSIONS



ESSENTIAL  
OILS

SUPERIOR PLANT EXTRACTS



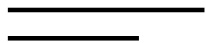
An ecosystem of formulation historically used in traditional pharmacopoeia





# Our naturality

From clean to conscious



# Our #CleanBeauty

A FORMULATION CHARTER: CLEAN & CLEAR

## We CARE for your skin

OUR NATURALITY



**Formulas scoring 85 to 100% naturality – we maximize natural ingredients**



**New ?** BEESENTIAL OILS – 100% natural / 100% pure / 0% water



**Next ?** All products\* launched in the next months score more than 92% naturality



**NO forbidden or controversial ingredient for health & environment – we state our “don’ts”**



**New ?** 25 clearly listed ingredients among the most controversial



**Next ?** SLES free => Start in Sept. 2020 with HAIR CARE relaunches



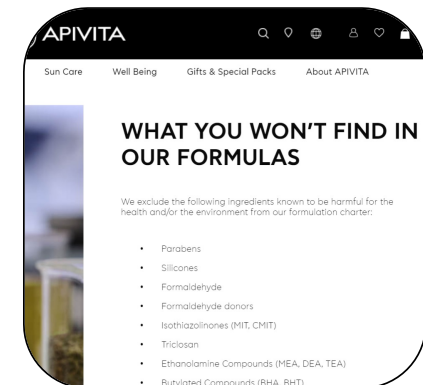
**Safe & efficient formulas – we thoroughly control all our ingredients & test all our formulas**



Minimalist formulations **dermatologically tested**



Laboratory **in-vitro** / clinical **in-vivo** efficacy tests



\* Except SUNCARE

# Our green credentials

WE ARE B CORP !

## We PROTECT the future of our planet

OUR NATURALITY



### Responsible & traceable sourcing – we do not “steal “ from nature



Controlled sourcing from **local, renewable & low footprint** cultivations & harvests



Protection of **endangered species** (CITES) & quest for **new active ingredients tank** (ex. marine algae in BEE SUN SAFE)



### Green packaging & production – we limit our impact



Maximized **recyclable** / growing **recycled & biodegradable** pack & promo materials



**Green extraction** method (0 waste), **100% renewable energy, water** management, low CO2 emission ...



**New ? BREEAM Certification** end 2021 – Ww. leading sustainability assessment for our **green bioclimatic HQ & factory**



### B Corp – we are certified

Ww. most recognized certification granted to companies that meet the **highest standards of social & environmental performance**



**New ?** Re-certification in 2021 with a higher score by **+40%** => among the 50 to 100 **best cies** in the word



**Next ?** Honoree **“best in environment”** for 2021



OUR #1 COMMITMENT

# Safeguard of the bees

## We RESPECT the pollinators



### DONATE

We give **1%** of our **global sales** (e-shops & a selection of products lines) to environmental non-profit organizations that act to **protect the bees**



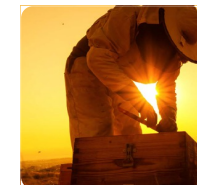
### PRESERVE

We safeguard **bees natural habitat** & promote **sustainable & responsible beekeeping & cultivating practices**



### EDUCATE

We teach **new generations** about the **importance of bees** for Nature & Humanity (Bee Schools, Bee Camps, Beevents, Running Bees ...)

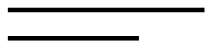






# Our efficacy

From health to beauty



BEYOND ACTIVE INGREDIENTS

# 3 star bee products

## From bee products to patents

OUR EFFICACY



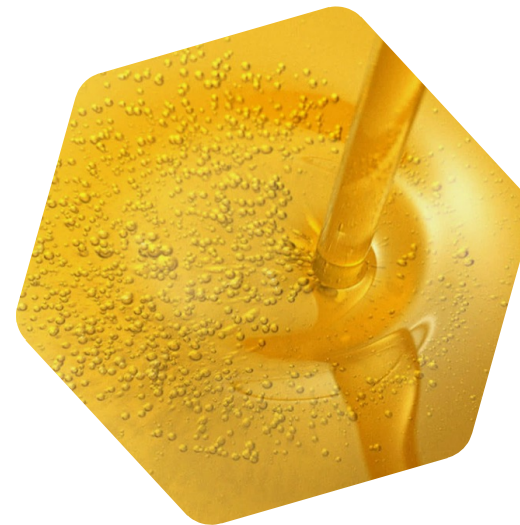
### PROPOLIS

The protective  
black gold



### ROYAL JELLY

The life-giving  
elixir of longevity



### HONEY

The nourishing & healing  
ambrosia

# PROPOLIS Super-ingredients

## From super-ingredients to patents





**3**  
PATENTS

ACTION ON HEALTH	ACTION ON BEAUTY	PROVEN EFFICACY
 ANTIBACTERIAL	» <b>SKIN HEALTH</b> Balanced & healthy skin	» Minimize the presence of <b>11</b> harmful pathogenic SKIN BACTERIA
 ANTIOXIDANT	» <b>SKIN PROTECTION</b> Protected & younger skin	» Block free radicals responsible for <b>80%</b> of SKIN AGGRESSIONS & AGEING

# ROYAL JELLY Super-ingredients

## From super-ingredients to patents



ACTION ON HEALTH	ACTION ON BEAUTY	PROVEN EFFICACY
 REGENERATING	» <b>WRINKLES</b> Regenerated & smoothed skin	» WRINKLES are visibly reduced <b>72%</b> of the panelists*
 REJUVENATING	» <b>SKIN FIRMNESS</b> Firmer, denser skin & redefined contours	» FIRMNESS is visibly improved <b>70%</b> of the panelists*

# HONEY Super-ingredients

## From super-ingredients to patents

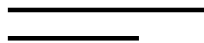
OUR EFFICACY





# Our tribe

Engaged through our immersive experience



Savvy Greenies

# Engaged & connected tribe



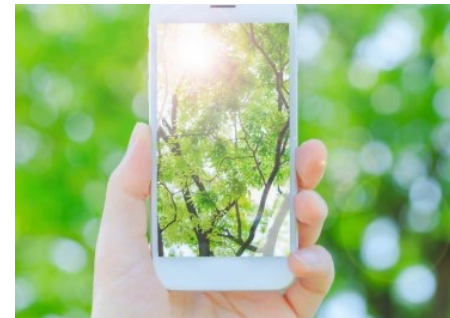
## Savvy Greenies

Growing tribe of **urban responsible and committed nature lovers**



## 4 senses experience

Strong **connection** and **emotion** through a **disruptive** and **immersive** experience



## Digital

Revamped website & eshop, daily activation on **social media**, impactful **digital campaign**

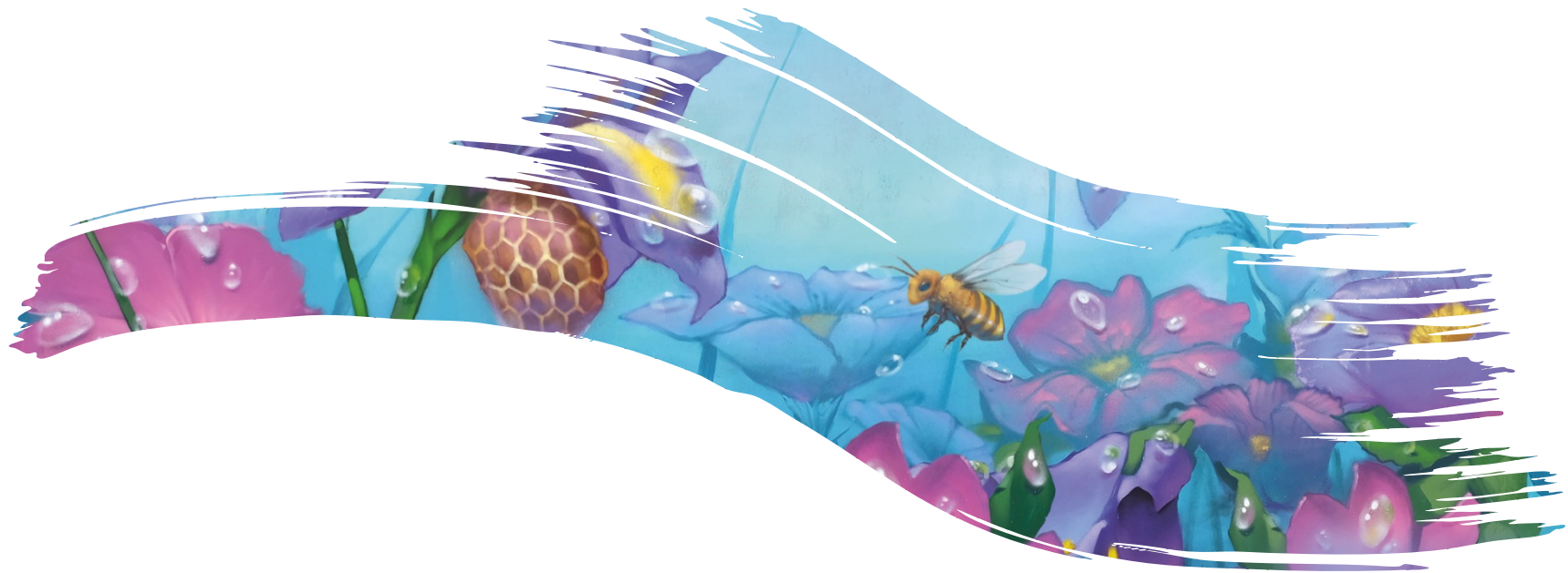
370K followers 410K followers



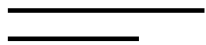
## Phygital

Unique, visible, attractive, and interactive to boost desirability and provide **Urban Beehive Experience**





# Our offer



STARS TO BEE

# Our pillars

OUR OFFER

**EXPRESS BEAUTY**  
Mediterranean beauty  
food



**BEESSENTIAL OILS**  
Natural beauty booster



**AQUA BEELOCIOUS**  
Hydration



**BEE RADIANT**  
Signs of ageing  
& anti-fatigue



**WINE ELIXIR**  
Wrinkles, firmness  
& lifting



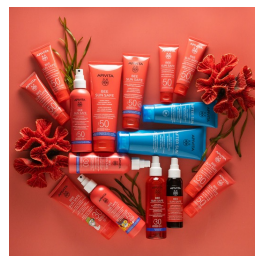
**QUEEN BEE**  
Absolute anti-ageing



**HAIR CARE**  
Naturally  
effective for all  
scalp & hair



**BEE SUN SAFE**  
Sun care, protective  
by nature

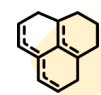


OUR OFFER



# NATURAL BEAUTY BOOSTER BEESSENTIAL OILS

TARGET | ALL  
PRICE POINT | €37



Antioxidant & antimicrobial propolis & regenerating beeswax



Energizing citrus essential oils

100% Natural / Pure / Waterless

+43% Boosted hydration  
Strengthened skin barrier



OUR OFFER



# HYDRATION AQUA BEELICIOUS

TARGET | 18+

PRICE POINT | €20,30



Protective patented propolis  
& hydrating blossom honey



Refreshing bouquet of blooming  
flowers

93%

Hydration  
Freshness  
Perfect skin finish



OUR OFFER



## SIGNS OF AGEING AND ANTI-FATIGUE **BEE RADIANT**

TARGET | 30+

PRICE POINT | €32



Antioxidant patented propolis



Illuminating & refreshing  
white peony

87%

**Smoother skin texture**  
**Brighter complexion**

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OUR OFFER



# WRINKLES, FIRMNESS & LIFTING WINE ELIXIR

TARGET | 40+

PRICE POINT | €37,60



Reviving patented propolis



Youth awakening Santorini vine polyphenols

93%

**Wrinkle reduction**  
**Firmness**  
**Lifted contours**



OUR OFFER



# ABSOLUTE ANTI-AGEING QUEEN BEE

TARGET | 45+

PRICE POINT | €90



Patented technology: controlled-release fresh royal jelly



Controlled-release propolis & API-honey fermented

90%

Less wrinkle  
More volume  
More nutrition & radiance



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MEDITERRANEAN BEAUTY FOOD

# EXPRESS BEAUTY

## FACE MASKS & SCRUBS

TARGET | ALL

PRICE POINT | €3,60



Bee products



Fresh ingredients from the Mediterranean diet

21  
uni-doses

**Scrubs**  
Cleansing – Detox – Hydrating –  
Radiance – Anti-ageing ... masks

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NATURALLY EFFECTIVE FOR ALL SCALP & HAIR TYPES

## HAIR CARE

TARGET | ALL

PRICE POINT | €11-33



Re-balancing & anti-microbial  
propolis extract



Hypophae TC & rosemary infusion  
Apishield HS complex

28  
SKUs

Pre-shampoo oils  
Shampoos & hair loss lotion  
Conditioners, masks & oils



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SUNCARE, PROTECTIVE BY NATURE  
**BEE SUN SAFE**

TARGET | ALL

PRICE POINT | €19,50



High photo-protection  
Optimal skin tolerance



Water/sweat/sand proof



Biodegradable formulas  
& responsible packaging



Lightweight natural textures



Protective patented propolis



Hydrating marine algae

**360° Effective & ocean respect**



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# HELLO FRESH SKIN, GOODBYE IMPURITIES

## FACE CLEANSERS

TARGET | ALL

PRICE POINT | €13.60



Propolis & honey



Anti-pollution rosehip infusion

3in1

Demake-up  
Cleansing  
Anti-pollution



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# LIP CARE LIPCARE

TARGET | ALL  
PRICE POINT | €5



Beeswax, honey & propolis



Plant extracts, oils & butters

8

Sweet treats for your lips  
to smile without moderation



OUR OFFER



MAGNETIC COLOR, LONG-LASTING EFFECT

# MY COLOR ELIXIR

TARGET | ALL

PRICE POINT | €15.70



Argan, avocado & olive oils  
Honey & hyaluronic acid



Color magnet system: stabilizes &  
seals the color in the hair structure

40  
shades

Full Grey Coverage  
Vibrant Natural Color  
Long Lasting Result



OUR OFFER



PAMPERED FROM TOP TO TOE

# BODY, SOAPS, INTIMATE & HAND

TARGET | ALL

PRICE POINTS | € 3.90 / 7.10 / 9.70



Honey & propolis



Essential oils  
Plant extracts & infusions

27  
SKUs

Shower gels, bar soaps & scrubs  
Body creams, oils & hand care  
Intimate cleansing gels



OUR OFFER



A WALK AMONG THE MEDITERRANEAN  
**BEE MY HONEY**

TARGET | **UNISEX**

PRICE POINT | **€33.50**



Inspired by the sun-kissed, windswept shores of Greece...



... a fresh & vitalizing fragrance that captures ...



... the caressing sweetness of honey fresh from the beehive...



... blended with the vibrancy & radiance of southern nature



OUR OFFER



## THE THERAPEUTIC POWER OF BEES & PLANTS REMEDIES

TARGET | ALL

PRICE POINT | €4.70 / 8.00 / 15.60



Propolis & honey



Traditional healing herbs  
Essential oils & plant extracts

100%  
therapeutic

Syrups, spray & pastilles  
Toothpastes & herbal creams  
Pure essential oils & plant oils



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# KIDS

THE MILDST CARING SOLUTIONS

TARGET | 2+

PRICE POINTS | € 13.00 / 17.50



Hydrating Honey



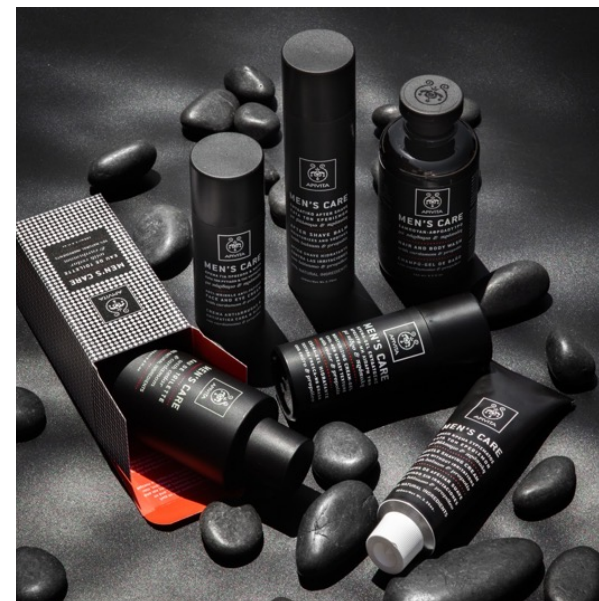
Blueberry & calendula

100%  
mild &  
respectful

**Hair & body wash**  
**Shampoo**  
**Conditioner**



OUR OFFER



# FOR GENTLEMEN ONLY MENCARE

TARGET | MEN

PRICE POINTS | €10.30 / 19.90



Propolis extract



Cardamom & cedar

100%  
mild but  
mighty

Shaving  
Face care  
Body, hair & EDT

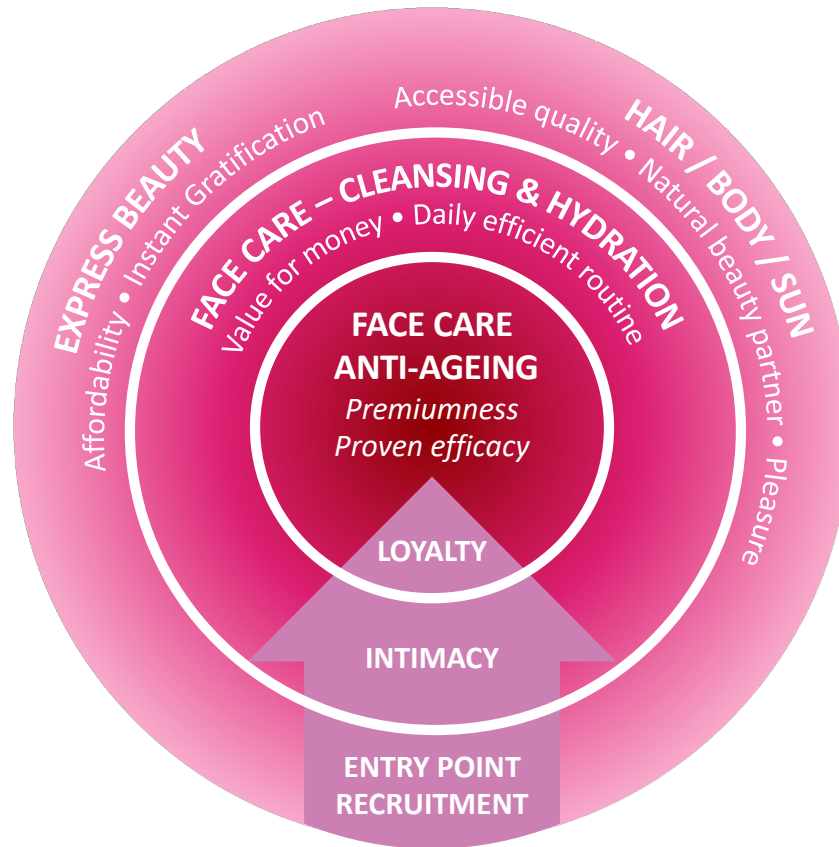


# Clear products strategy

FROM DISCOVERY TO LOYALTY

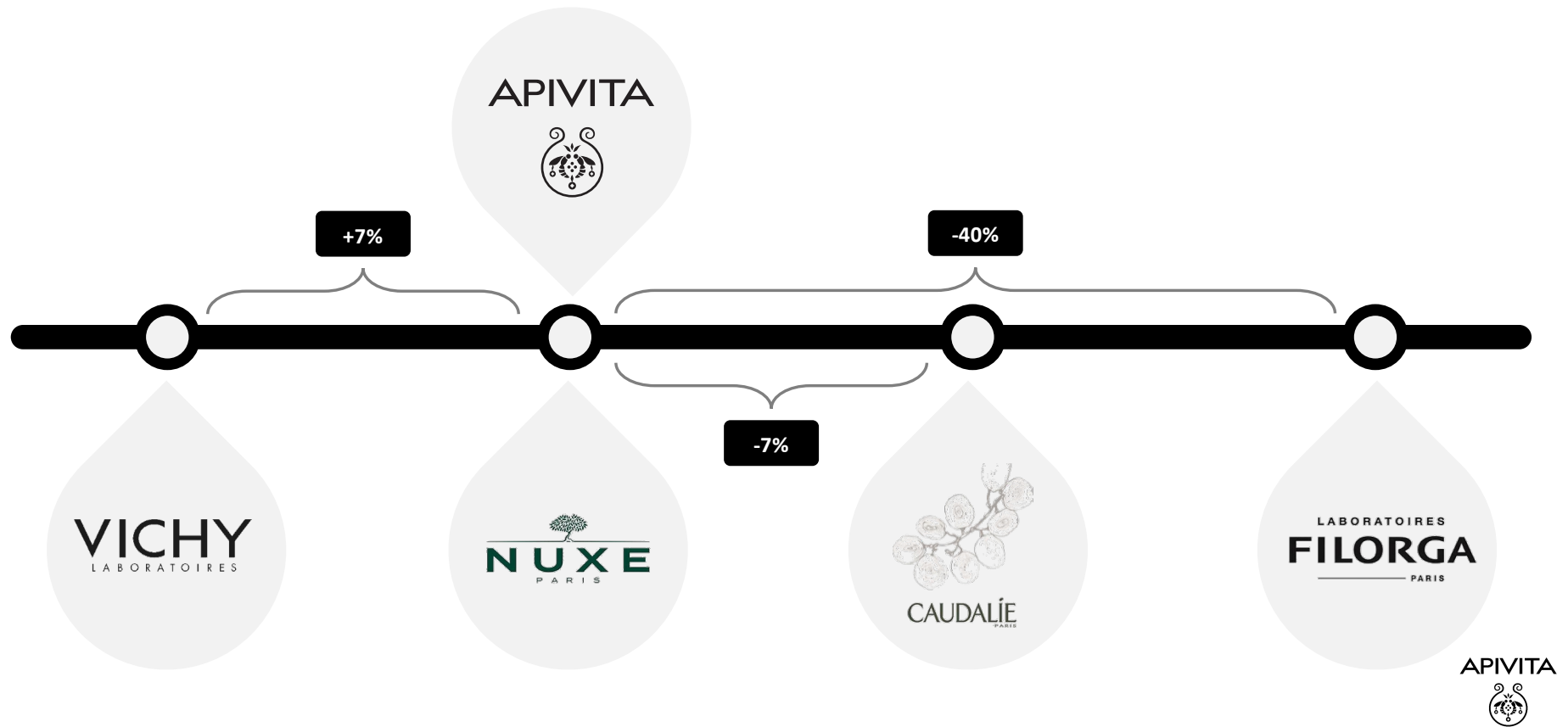
## A clearly identified journey

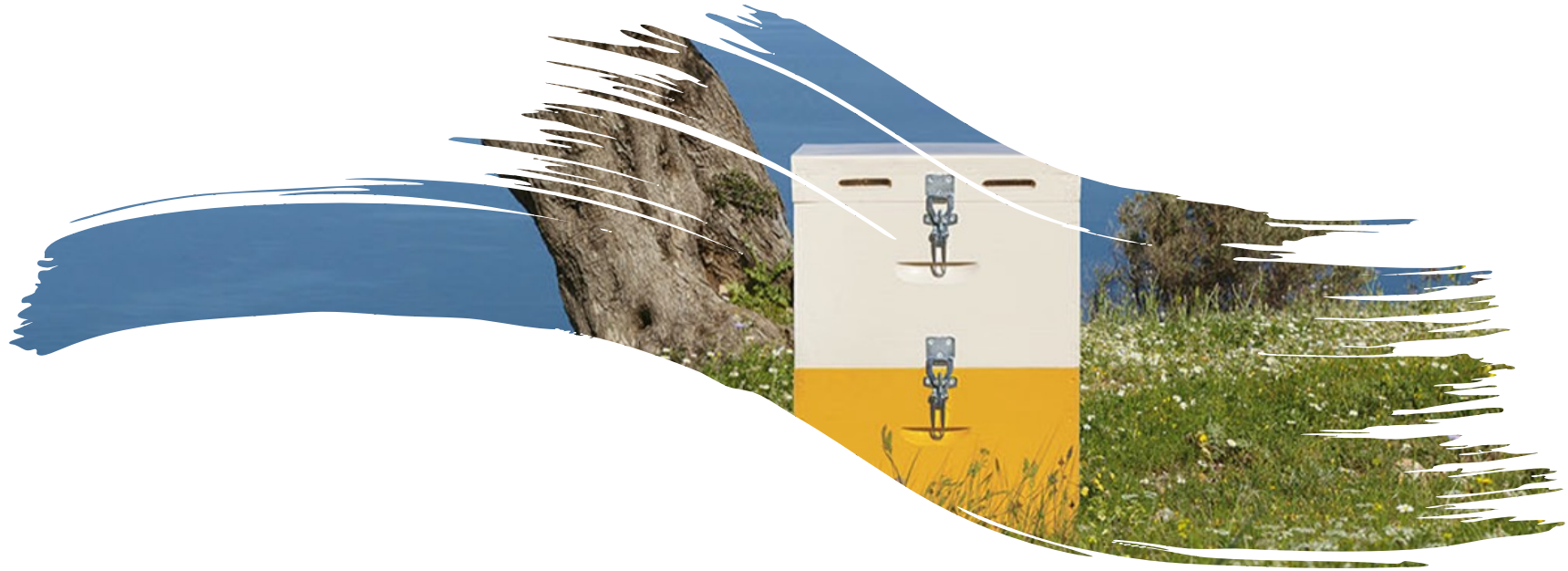
OUR PRODUCTS



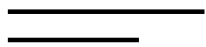
# PREMIUM ACCESSIBILITY (PHARMACY) Our price positioning

OUR OFFER





# Our distribution



# DISTRIBUTION From pharmacy to multi-channel

OUR DISTRIBUTION



Pharmacy, Greece

**PHARMACY**  
 Medical anchorage

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Efficacy & safety  
 1-to-1 relationship

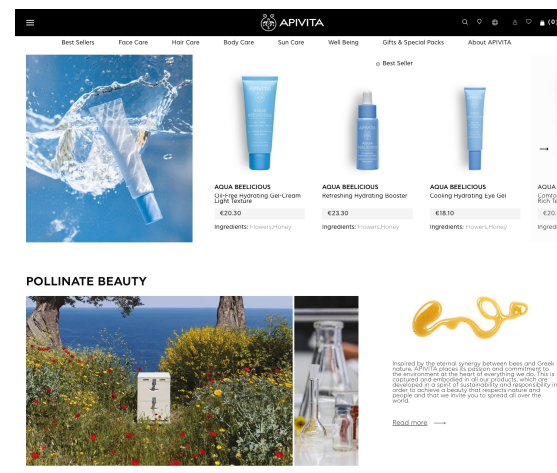


Corner, Asia

**RETAIL**  
 Prestige & immersion

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Exposure & awareness  
 Image & desirability



Website

**E-COMMERCE**  
 Reach

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Accessibility  
 Online experience

# OFFLINE Our 4 golden rules

## Our 4 golden rules

OUR DISTRIBUTION



### SELECTIVITY

Strong partnership - control of image & excellence in execution & sell out performance



### SPACE ALLOCATION

Implement optimal assortment  
Maximize expression & visibility



### BRANDING

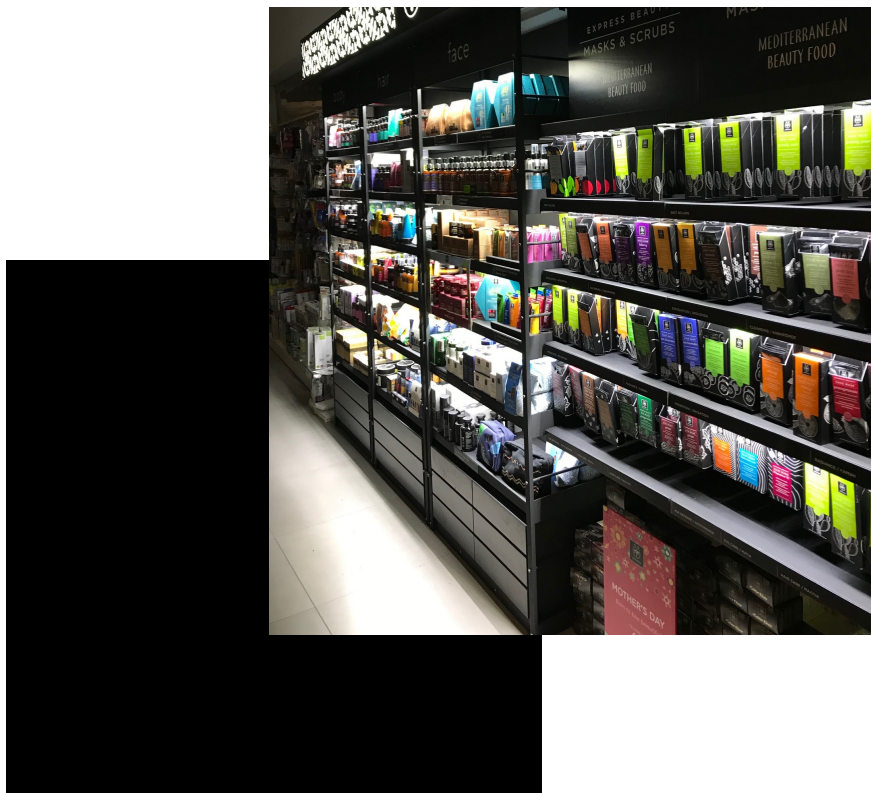
Efficient story telling to boost recognition, differentiation & express the brand DNA



### SERVICE

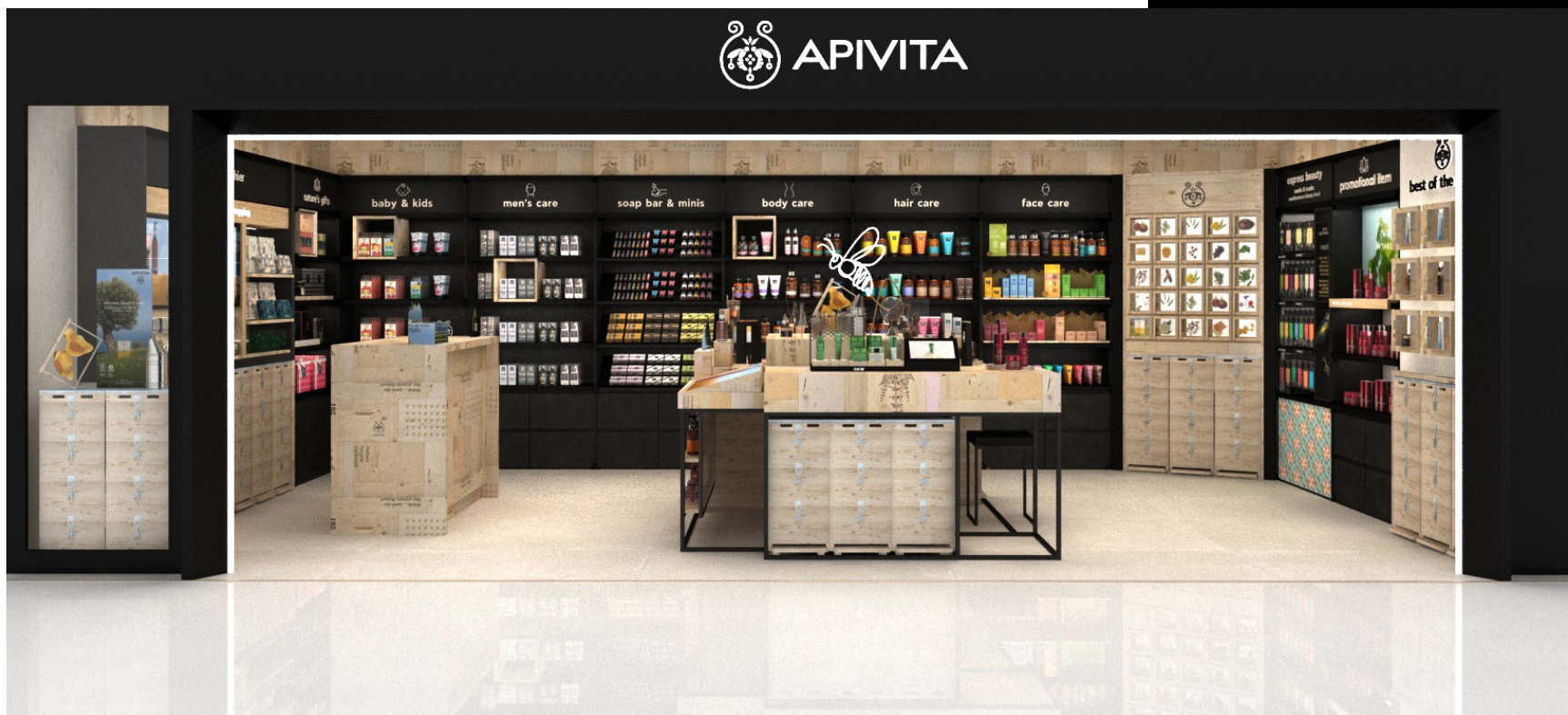
Invest on people to get hyper qualitative training & BAs

OUR DISTRIBUTION



GREECE  
**Pharmacies**

OUR DISTRIBUTION



HONDOS, GREECE  
**Shop in shop**



TAIWAN **Corner**  
**Corner**



OUR AMBITION

# From a Greek to a Global brand

OUR DISTRIBUTION

## WHAT WE ACHIEVED

**+15%** Growth/year since 2014\*  
\*(excl. 2020)

**#1** Beauty brand in  
Greek pharmacies

**44** Countries  
in 2022



## WHAT WE AIM

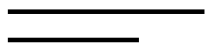
**+18%** CAGR

**100m** 5-year plan  
sales target

**60** Countries  
by 2025



# Our proposition



APIVITA



THANK YOU

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POLLINATE BEAUTY