

1.1 KORRES BRAND PRESENTATION





1.0 WHO WE ARE

GREECE / NATURE / RESEARCH

FROM HOMEOPATHIC REMEDIES TO NATURAL PRODUCTS

KORRES is a **Greek skincare brand**, born out of **Athens'** oldest homeopathic pharmacy in 1996. Founded by Greek Pharmacist George Korres that believes in the innate potency of natural ingredients and chemical engineer Lena Korres that believes that nature is the inspiration for scientific discovery.

The first Korres product was an aromatic herbal syrup with honey and aniseed, a recipe inspired by "rakomelon", a warming spirit-with-honey concoction, which George Korres' grandfather used to favor in his hometown on the island of Naxos.

Today KORRES takes Greek herbs around the world through more than 400 natural products, with brand presence in 30 markets. It's all about clean, effective plant-powered formulas that capture the beauty of Greece in harmony with nature.



GREECE

“Our heritage is bare hands, light & shadow, family as a value, a generous land, genuine souls, deep roots, the driving forces of love and nostalgia.

We are inspired by calm, wide seas, meltemia, ancient gods, high mountains, pure raw materials, the eternal art, the blue and the white, the simplicity of essential life, the harmony of natural beauty.”

We are born and made in Greece



NATURE

“Nature in Greece is generous, abundant & potent. Our unique land is a “global bio-hotspot” of natural diversity. Greece is home to over 6,000 species of plants. 1,500 are endemic and can only be found here. Pure ingredients from an ancient landscape.

Our own agricultural team has mapped Greek flora for 25 years. Our drive is to work in harmony with nature. We believe we must conserve our precious natural resources. So, we teach sustainable farming practices and invest in the farmers who hand-pick and harvest with care.

“We choose to support an ecosystem of local communities, partnering directly with over 40 traditional organic farmer cooperatives across Greece to harvest our plant ingredients. Many of our partners have been farming the land for generations. It is important to us to invest in sustainable farming practices, in underdeveloped rural regions.”

Supporting, not Competing with Local Farmers



RESEARCH

It starts with primary research to discover ground-breaking natural active ingredients. They normally come from plants with extraordinary powers to survive, adapt and fortify themselves, like the Black Pine species that have thrived in the Mediterranean for 3,5M years.

Then comes biological research to deeply understand those ingredients and how they work at the cellular level to enhance and transform our skin.

Then it goes into the lab where our all-women expert R&D team formulates the most efficacious natural products globally! More than 500 safety and efficacy tests are performed for each and every product. Our processes and protocols are the guarantee for top quality.

And finally, it goes to our consumers. To enjoy the best of nature and science. To experience extraordinary results.

To see their skin healthier and more beautiful every day.”

“From Seed to Skin we proudly own the process!”

500 safety & efficacy tests are performed for each product

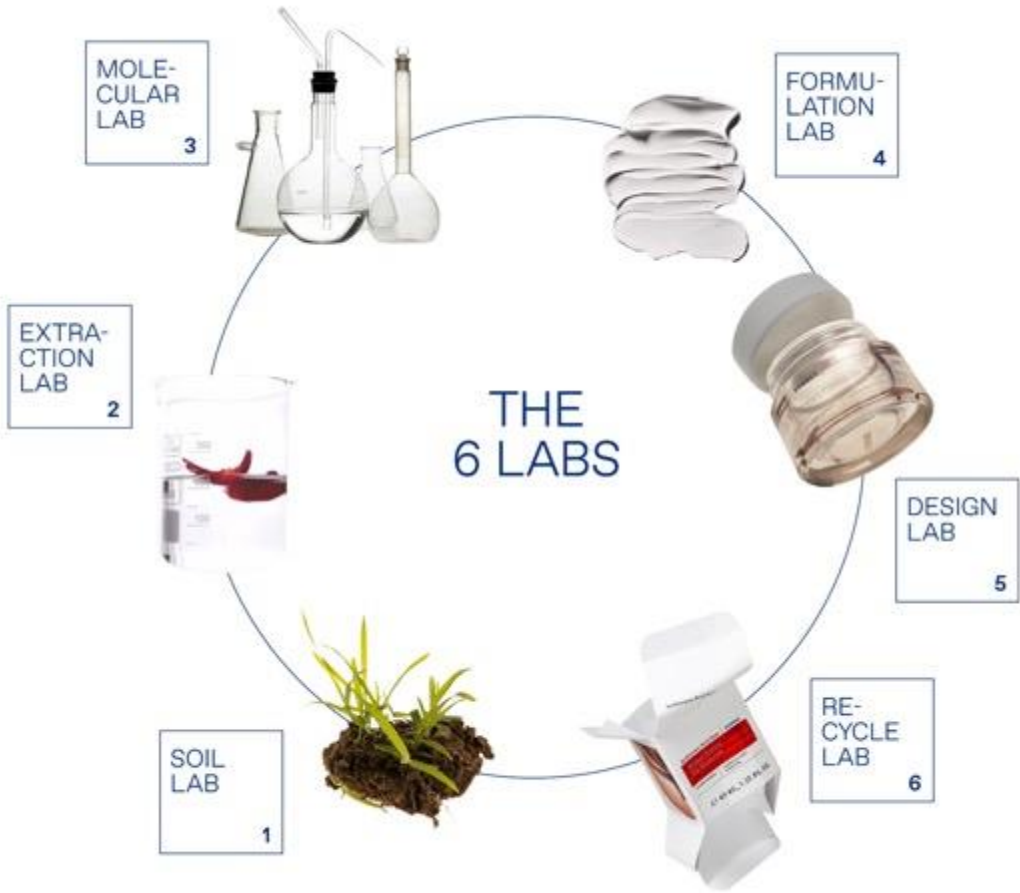




2.0 SUSTAINABILITY: A FULL CIRCLE

SOIL LAB/ EXTRACTION LAB/ MOLECULAR LAB/
FORMULATION LAB/ DESIGN LAB/ RECYCLE LAB

THE 6-LABS SUSTAINABILITY CIRCLE



We are simply following our conscience, in a full circle, from the seed, to the extract, to the formulation, to the water purification, to the product, to the re-use of every component of it.

That's why we have created 6 distinctive Labs and 4 Facilities to focus all our energy and our passion on what we truly care about:

THE 6 LABS

- Soil Lab 2004
- Extraction Lab 2006
- Molecular Lab 2007
- Formulation Lab 1999
- Design Lab 2014
- Recycle Lab 2020

THE 4 FACILITIES

- Extraction Facility 2008
- Water Purification Facility 2006
- Production Facility 2000
- Recycle Facility 2020

KORRES SOIL LAB



- Greece - a recognized global **biodiversity hotspot**
- **Over 6.000** plant species, 1.500 out of which are endemic
- A network of more than **30 small farmers** and **5 agricultural cooperatives**
- Teaching & Promoting **Sustainable Organic Farming Practices**
- Cultivation of **Endangered Species**

KORRES EXTRACTION LAB



- A Certified **Zero-Waste** Operation
- In collaboration with **University** of Athens – School of Pharmacy
- Only **Natural Solvents**
- Solid Residue becomes Fertilizer
- **100% natural extracts** of active herbal ingredients

KORRES MOLECULAR LAB



- Strategic Relationship with the Highest Profile **Scientific Community**
- An extensive network of **Scientific Cooperations** with esteemed Research and **Academic Institutes** across the world
- **Studying Plants** at a Cellular Level
- Discovery of **ground-breaking active ingredients** through Primary Research
- **7 new ingredients** in the WINCI, the global INCI directory for cosmetics!

KORRES FORMULATION LAB



- A ever-growing black list of more than **1.800 ingredients**
- **All-woman** expert R&D team
- More than **330 safety and efficacy tests** on every product
- A **zero-waste Purified Water System**, reaching the levels of pharmaceutical standards
- At our **own state-of-the-art Production facility** (certified according to current versions of ISO standards)

KORRES DESIGN LAB



- An **in-house Creative team** that consists of graphic designers, architects, industrial designers, illustrators, photographers and artists
- **Global design adaptations** focused on each country's needs
- Dedicated offline & online material to cover **360° communication**
- **Unique product designs** that radiate the essence of Greece

KORRES RECYCLE LAB



- The **1st beauty brand** with a Recycling Facility
- Empty containers are **reborn** as packaging, art objects, even furniture.
- Since 2021, we have collected 3,1 tones of Plastic, 2,4 tones of Paper and 1,4 tones of Glass.
- **More than 50.000 objects** have been given a second chance

DRIVING THE SUSTAINABILITY AGENDA WITH OUR OWN FULL CIRCLE™ PROCESS

SOIL LAB

100%

of plant materials purchased from Greek farmers

7

new ingredients were discovered from KORRES primary research and introduced to INCI list

EXTRACTION LAB

100%

FSC certified paper for operations* (excluding product packaging)

100%

reach of RSPO-certified raw materials by 2024

MOLECULAR LAB

€1,4 million

invested in scientific research programs, during the last decade

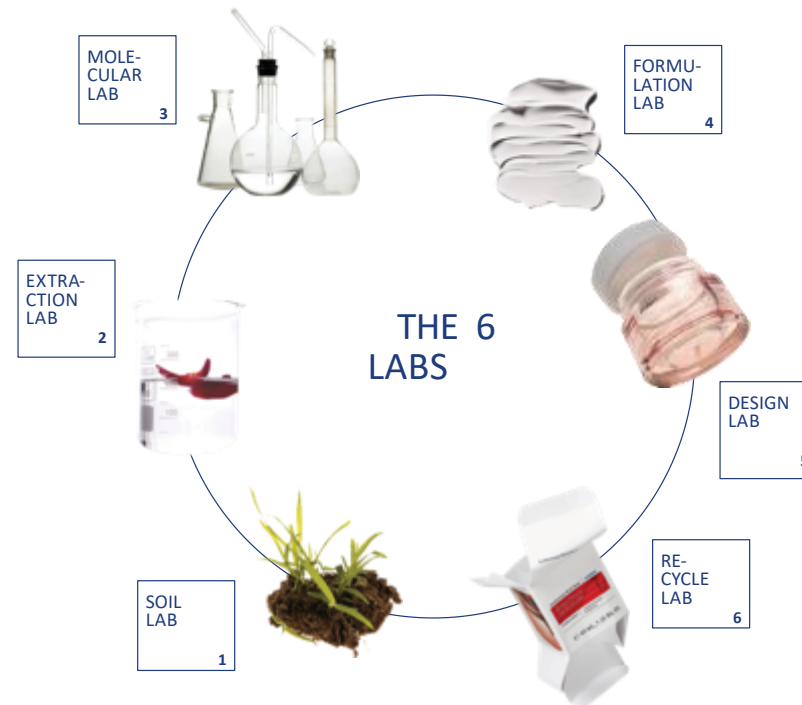
Zero

genetically modified components are used in our products

Zero

chemical solvents in our herb extraction unit

Our Full Circle™ Process



FORMULATION LAB

100%

commitment for cleaner formulas - 100% removal of Homosalate sun care filter by 2024

100%

cruelty-free products, no animal testing

100%

commitment to expand our ever-growing NO list

DESIGN LAB

100%

Sustainable packaging/ package-less solutions + eco certifications

RECYCLE LAB

126,407kg

of waste was sent to Recyclable Materials Sorting Centers in 2020.

1tn of plastic packaging,

1tn of paper packaging

+ over

200kg

of glass packaging waste collected within the first 9 months of Recycle Lab

4,5%

reduction of total CO₂ emissions

+ over

5,7%

reduction of total energy consumption



3.0 PRODUCTION & FORMULATION FACILITIES

OUR PRODUCTION UNIT

Located in Greece

57km from the heart of Athens

6.500 sqm, on a 13.000 sqm site

Production & RND premises



PRODUCTION BASED ON PHARMACEUTICAL STANDARDS

The Plant produces the following forms:

Shampoos, Liquid Soaps, Body Showers, Gels, Oils Creams, Emulsions, Sun Protection products, Butters Alcoholic Lotions, Perfumes, Sanitizers

Mixing Capacity: 5.500 Tons, after the investment 7.900 Tons,

Packaging Capacity: 21,2 M pcs, after the investment 25,5 M pcs

Approved by FDA





4.0 A GLOBAL BUSINESS MODEL

GREECE*	
EUROPE	
FRANCE* GERMANY* UNITED KINGDOM* NORWAY SWEDEN DENMARK FINLAND AUSTRIA SWITZERLAND LUXEMBURG MALTA SPAIN BELGIUM	POLAND ROMANIA CROATIA ALBANIA CZECH REPUBLIC SERBIA SLOVAKIA CYPRUS BULGARIA HUNGARY SLOVENIA MOLDOVA LITHUANIA
ASIA - PACIFIC AUSTRALIA CHINA TURKEY GEORGIA	PHILIPINES KUWAIT HONG KONG INDONESIA MALAYSIA
USA – CANADA	
LATIN AMERICA BRAZIL*	CENTRAL AMERICA ARGENTINA PARAGUAY



*AFFILIATE MODEL

STRONG GLOBAL PRESENCE

5 CONTINENTS

50+
COUNTRIES

11.000+
POS

MULTI-CHANNEL SUCCESS STORY + KEY LEADING PERSONAL CARE PLAYER IN THE GR PHARMACY

Pharmacies



Bio/ Health



Drugstores



Beauty stores



Department Stores



Airports



Concept Stores



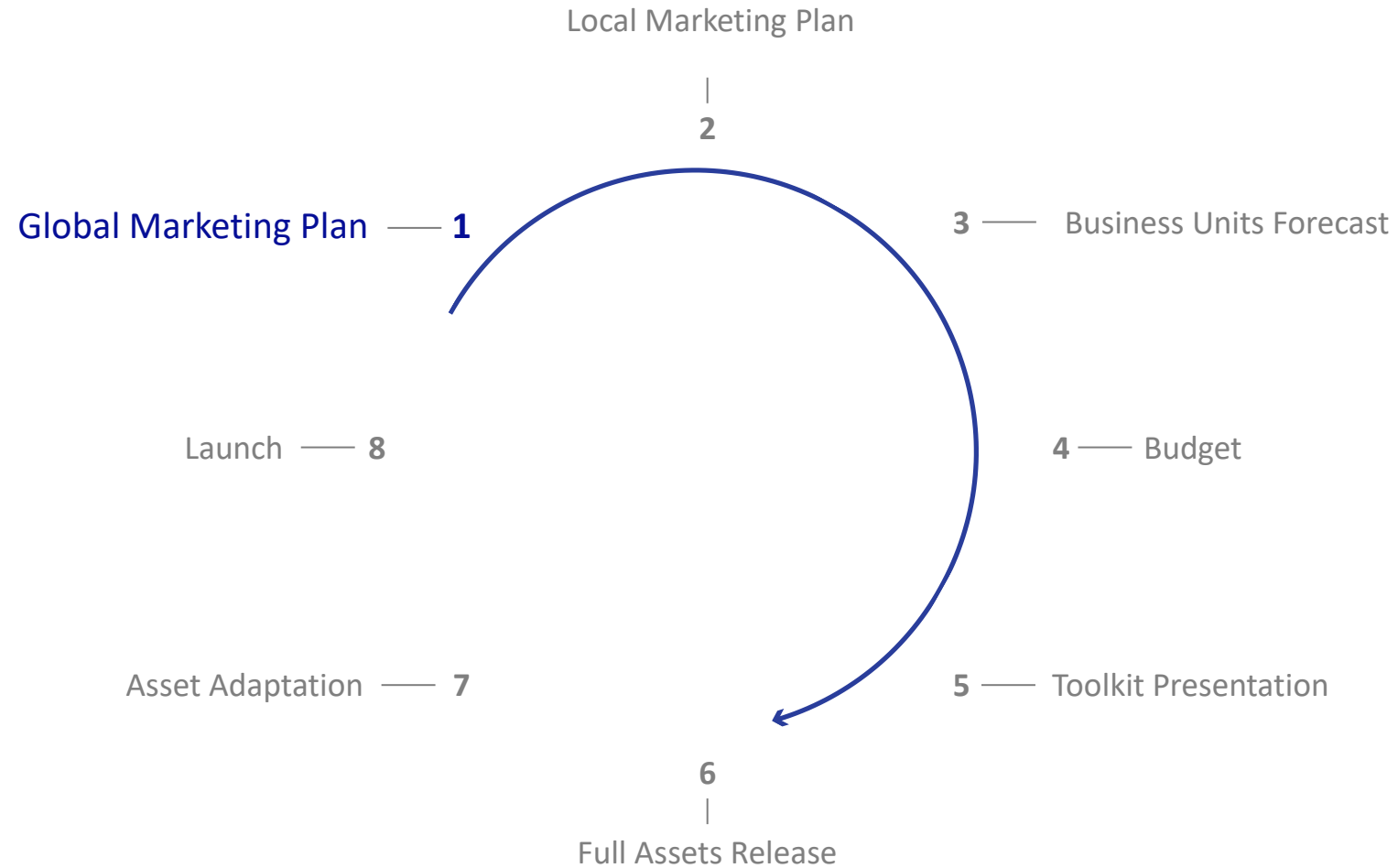
Hotels




















5.0 THE GLOBAL MARKETING OPERATING
MODEL

A Strong and Consistent Marketing Operating Model



Marketing Plan 2025

	JAN	FEB	MAR	APR	MAY	JUNE	JUL/AUG	SEP	OCT	NOV	DEC
MEGA OPERATIONS											
ACTIVATIONS											
COMMERCIAL DAYS	NEW YEAR'S	VALENTINE'S	WOMEN'S DAY SPRING	EASTER/ EARTH DAY	MOTHER'S DAY	FATHER'S DAY				BLACK FRIDAY	
LAUNCHES	Men's Launch Fragrances: 1.5ml Spray_Sampling Colorants Relaunch	Aegean Bronze Relaunch	Color Relaunch			Santo Toner	Core Body Relaunch + New Scent New Hand Creams Launch Fragrance EDPs	Greek Yoghurt Relaunch	Color Seasonal AW		
PROMOS	Skincare Experts Sets: Day Cream + Deluxe Serum (x6)	FRA-GRANCES Discovery Sets Giftsets (Valentine's)	OLIVE Promo Mediterranean Gold						Anti-Aging Sets: Day Cream + Deluxe Night Cream	Holiday Sets	



6.0 CATEGORIES + PRODUCTS

Covering The Full Spectrum Of Personal Care



28%

Skin Care

Clinically proven results with natural formulas that cater every need



17%

Body Care

Indulging textures with skincare benefits + Mediterranean scents



14%

Fragrance

Consciously formulated, Greece inspired scents



6%

Sun Care

Enjoy the sun with Skin + Sea Conscious formulas



8%

Pure Greek Olive

The Greek, liquid gold transformed into nutritive skincare formulas



14%

Hair + Colorants

Make every day a good hair day with the power of nature



6%

Color

Vibrant colors for perfect, effortless looks



3%

Babies

Inspired by Greek nature and Greek tradition



6.1 SKINCARE

Skincare Mapping

#1 Sales Driver And Strategic Priority





GREEK YOGHURT



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Greek Yoghurt Portfolio

Healthy Skin

A Superfood for the Skin with the unique Microbiome Technology + Pre- and Probiotics that offers:

48H HYDRATION | BALANCED MICROBIOME | HEALTHY-LOOKING GLOW

MICROBIOME TECHNOLOGY

HERO
SKU



Foaming
Cream
Cleanser



Probiotic
Superdose
Face Mask

2 DAY + 1 NIGHT CREAM
HERO
SKU NC



- 1.Nourishing Probiotic Gel-Cream
- 2.Nourishing Probiotic Intense-Cream
- 3.Probiotic Quench Sleeping Facial



Probiotic Skin-
Supplement
Serum



Wide
Awake
Eye Gel



Deeply
Hydrating
Face Mask

KORRES

SUPERFEED YOUR SKIN




with Real Greek Yoghurt




Super Strength. Super Glow. Super Hydration.

KORRES

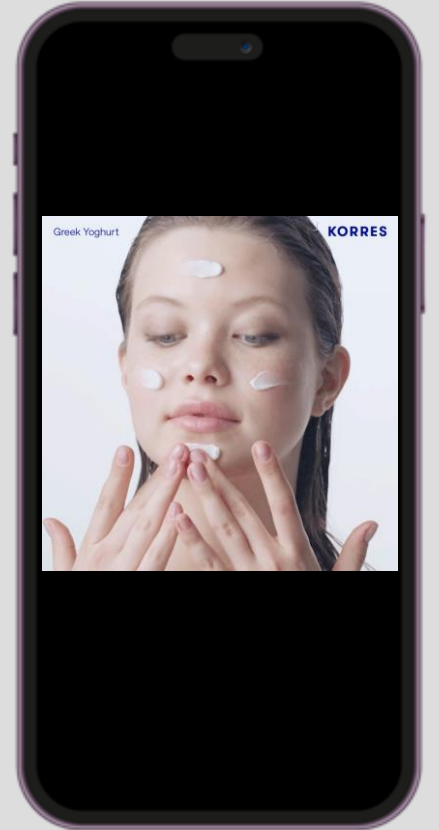
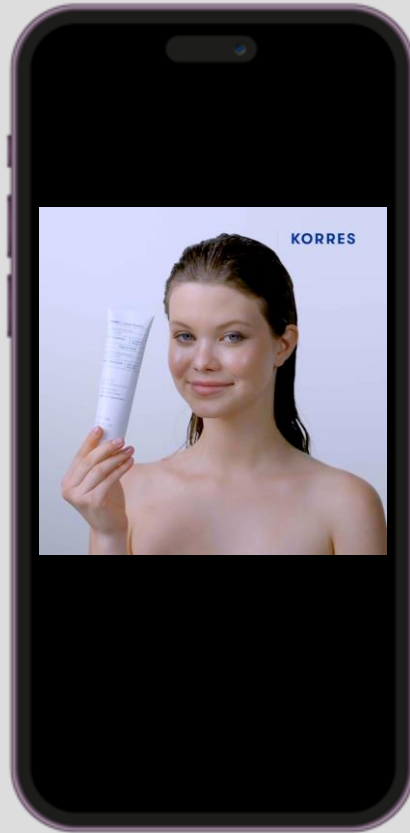
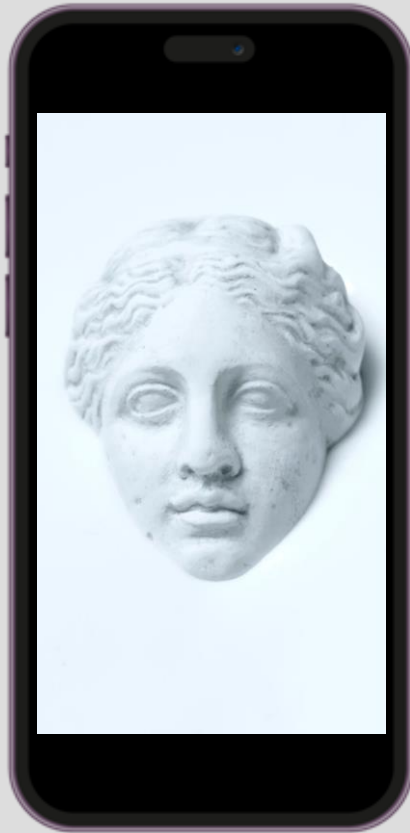
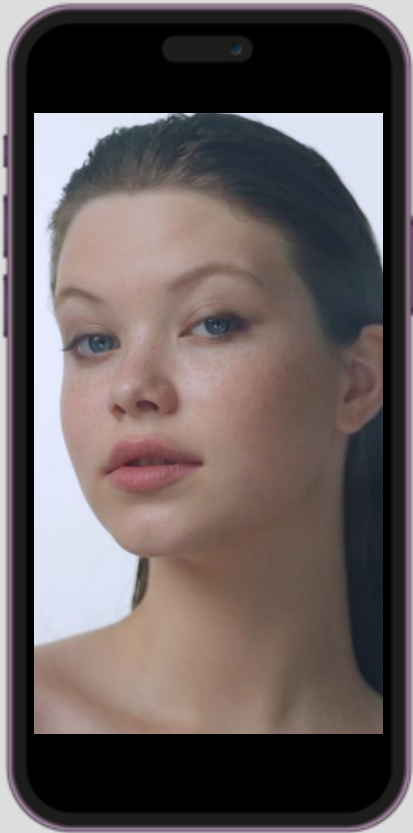
SUPERFEED YOUR SKIN



with Real Greek Yoghurt



Super Strength. Super Glow. Super Hydration.





BLACK PINE PRIMUS

Black Pine
Primus



KORRES

Black Pine
Primus

Black Pine Primus Wrinkles + Elasticity

HERO
PRODUCT



**6xHA WRINKLE SMOOTHING
YOUTH ACTIVATOR BOOSTER**

97.6% NOC



**WRINKLE DEFYING
DAY CREAM**

93.1% NOC



**YOUTH RENEWAL
SLEEPING FACIAL**

97% NOC

Ρυτίδες;

Black Pine Primus

Youth Activator

Ορός Ενεργοποίησης Νεότητας
Συνεχής ανανέωση της επιδερμίδας

NOT ME

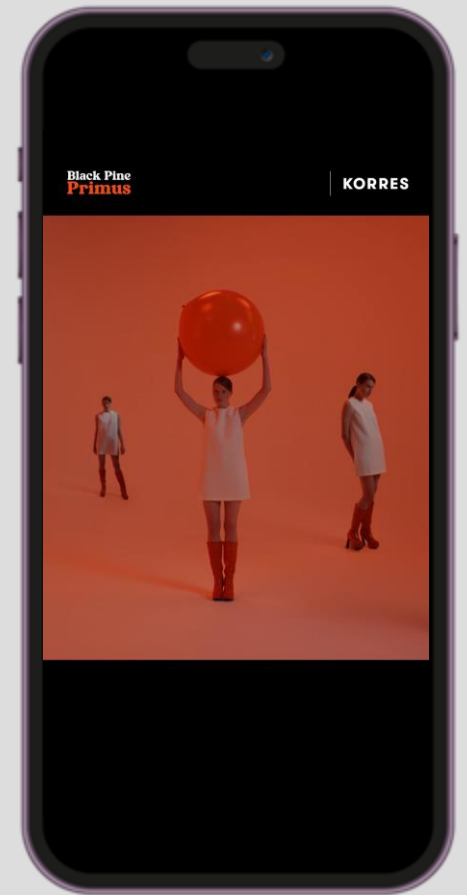
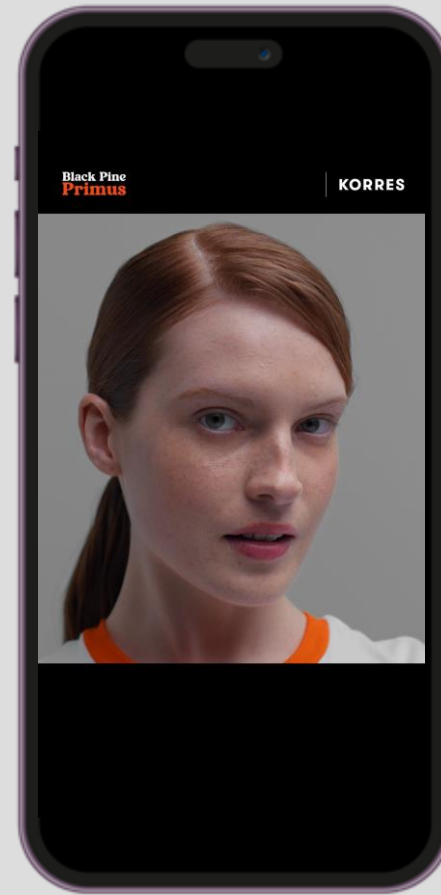
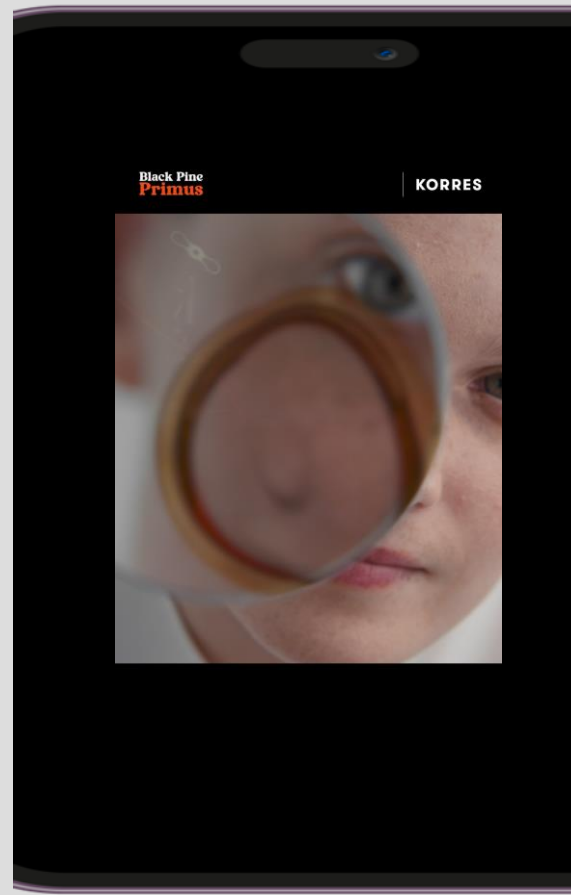
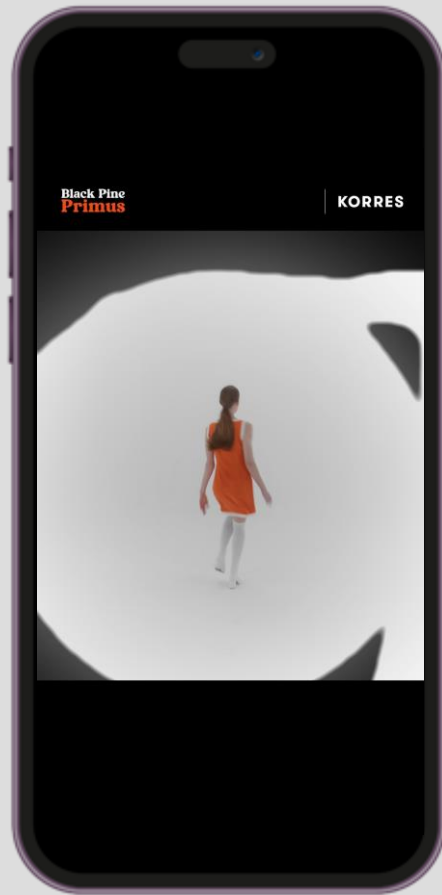
Black Pine Primus με Bioactive Εκχύλισμα Ανθού Μαύρης Πεύκης*
& Hexapeptide-8 + Hyaluronic Acid Complex (Τεχνολογία YouthRePro)
* KORRES Bioactive extraction - Patent pending

KORRES

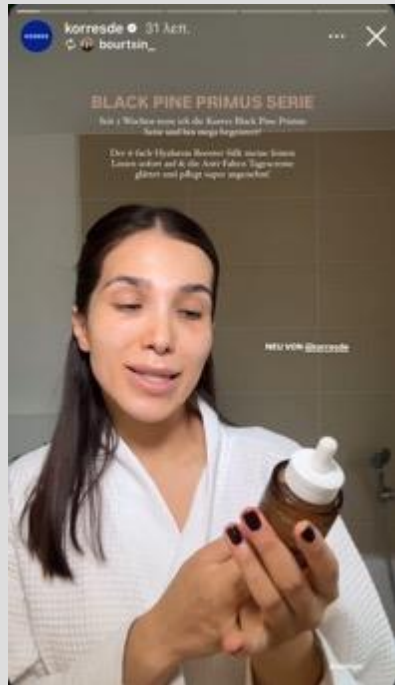


6xHA Wrinkle Smoothing
Youth Activator Booster





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SANTORINI GRAPE



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Santorini Grape Portfolio

Skin-Perfecting Solutions

A lean portfolio of HERO products that are used as add-ons in ANY skincare routine, to deliver a perfect skin canvas and tackle specific concerns:
Oiliness | Pores | Blemishes | Dullness | Uneven texture | Uneven skin tone



Santorini Grape
Velvet Skin Drink
Resveratrol
Replenish + Re-texture
30 ml



Santorini Grape
Poreless Skin Moisturizer
Salicylic acid
Smooth + Balance
40 ml

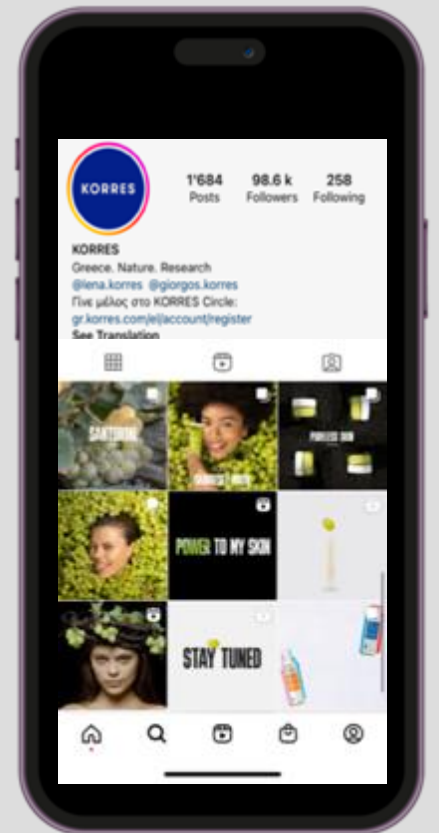
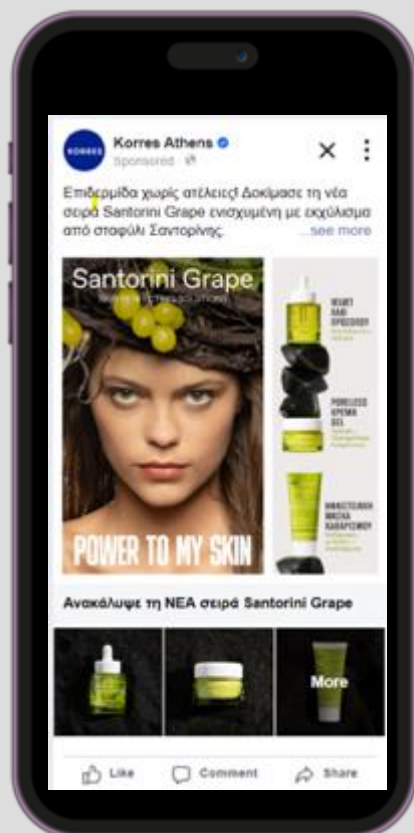


Santorini Grape
Volcanic SkinReset Mask
Clay, BHA + AHAs
Pore detox + Clarify
70 ml



KORRES







[@silblut](#)
10.8k followers



[@bourtsin](#)
37.5k followers



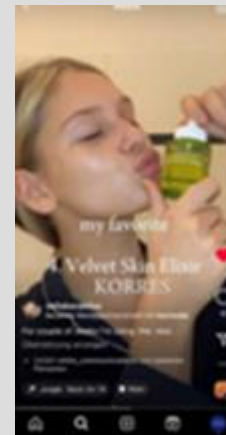
[@annalaouraamenta](#)
101k followers



[@stefaniehelen](#)
193k followers



[@thesegirlscom](#)
20k followers



[@sofiakorablina](#)
101k followers





BLACK PINE



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Black Pine Portfolio

Firming + Lifting

A complete antiaging portfolio that targets all face areas by using unique formulas + technologies to offer:

UPLIFTED + SCULPTED CONTOUR | IMPROVED APPEARANCE OF WRINKLES | REPLENISHED MOISTURE + INCREASED ELASTICITY

Day Routine



Black Pine Sculp + Lift Serum
4D BIO-SHAPELIFT™
Firm + Tighten
30 ml

HERO



Black Pine Bounce Firming Moisturizer
4DBIO-SHAPELIFT™
Lift + Replenish
Normal Combination
Dry / Very Dry Skin
40 ml



Black Pine Bounce Firming Moisturizer Tint SPF20
4D BIO-SHAPELIFT™
Lift + Protect
40 ml

Night Routine

NEWEST



Black Pine Overnight Total Revival Serum
Plant Derived Glycolic Alternative
Firm + Resurface
30 ml



Black Pine Plump-Up Sleeping Facial
4D BIO-SHAPELIFT™
Smooth Lines + Lift
40 ml

Contour Expert



Black Pine Up-Lift Contouring Serum
4D BIO-SHAPELIFT™
Jaw, Cheek + Neck
40 ml

Eye Experts



Black Pine Firming Moisture-Lock Eye Rescue-Balm
Natural Peptides
Lift + Depuff
15 ml



Black Pine 360 Eye-Lift Super Serum
DEFEYE GRAVITY™
Upper Eyelid Lift,
Depuff + Illuminate
15 ml

KORRES

BLACK PINE TOTAL REVIVAL OVERNIGHT SERUM



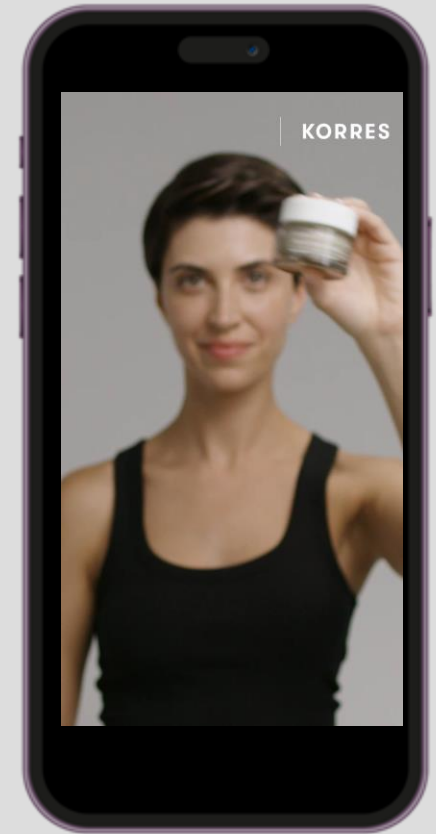
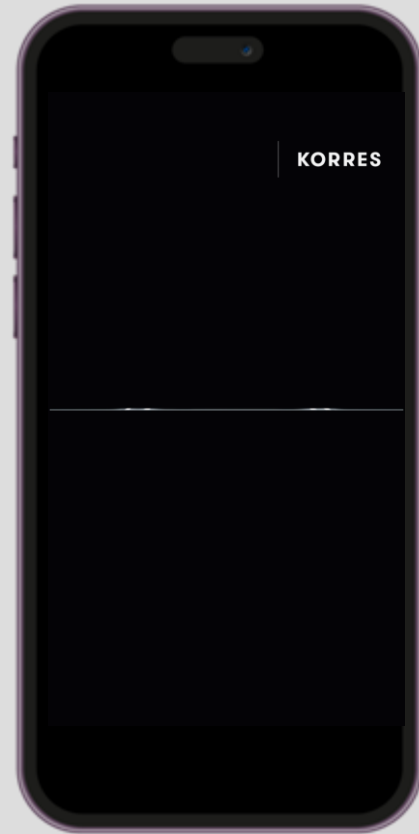
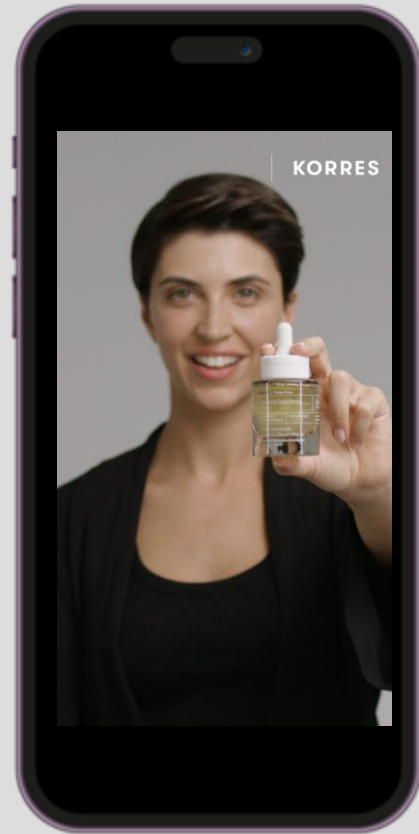
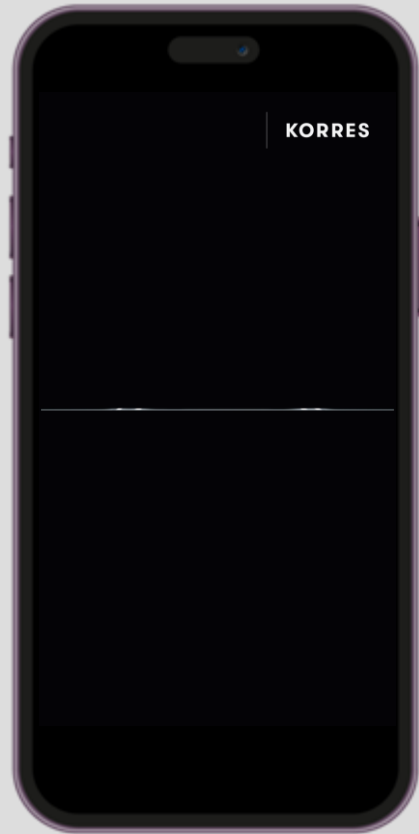
PROVEN RESULTS

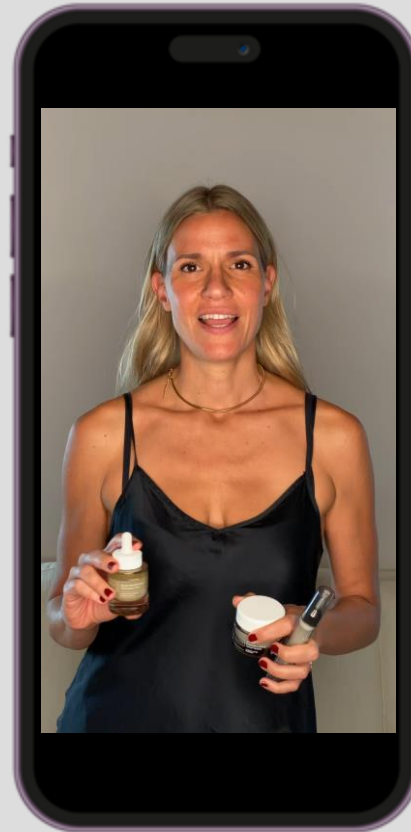
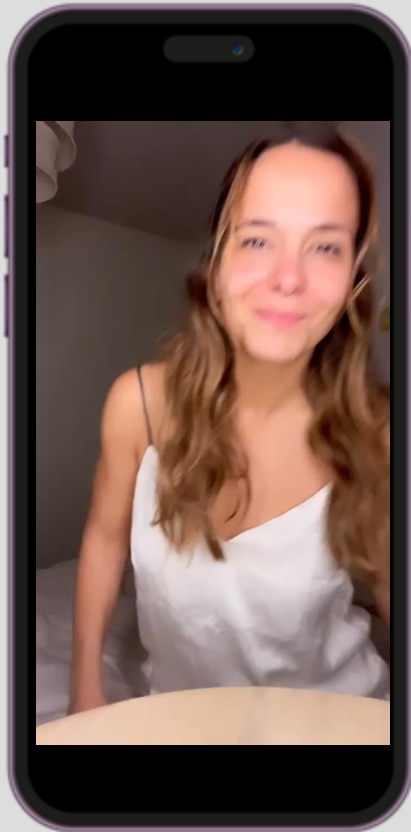
- 91% MORE PLUMP SKIN*
- 84% MORE FIRM SKIN*
- 94% MORE RADIANT SKIN*

WITH UPCYCLED BLACK PINE EXTRACT.
PLANT DERIVED GLYCOLIC ALTERNATIVE.

*Women who tried KORRES Black Pine Overnight Total Revival Serum / Overnight use / Self-evaluation, 32 participants between 40-60 years old.

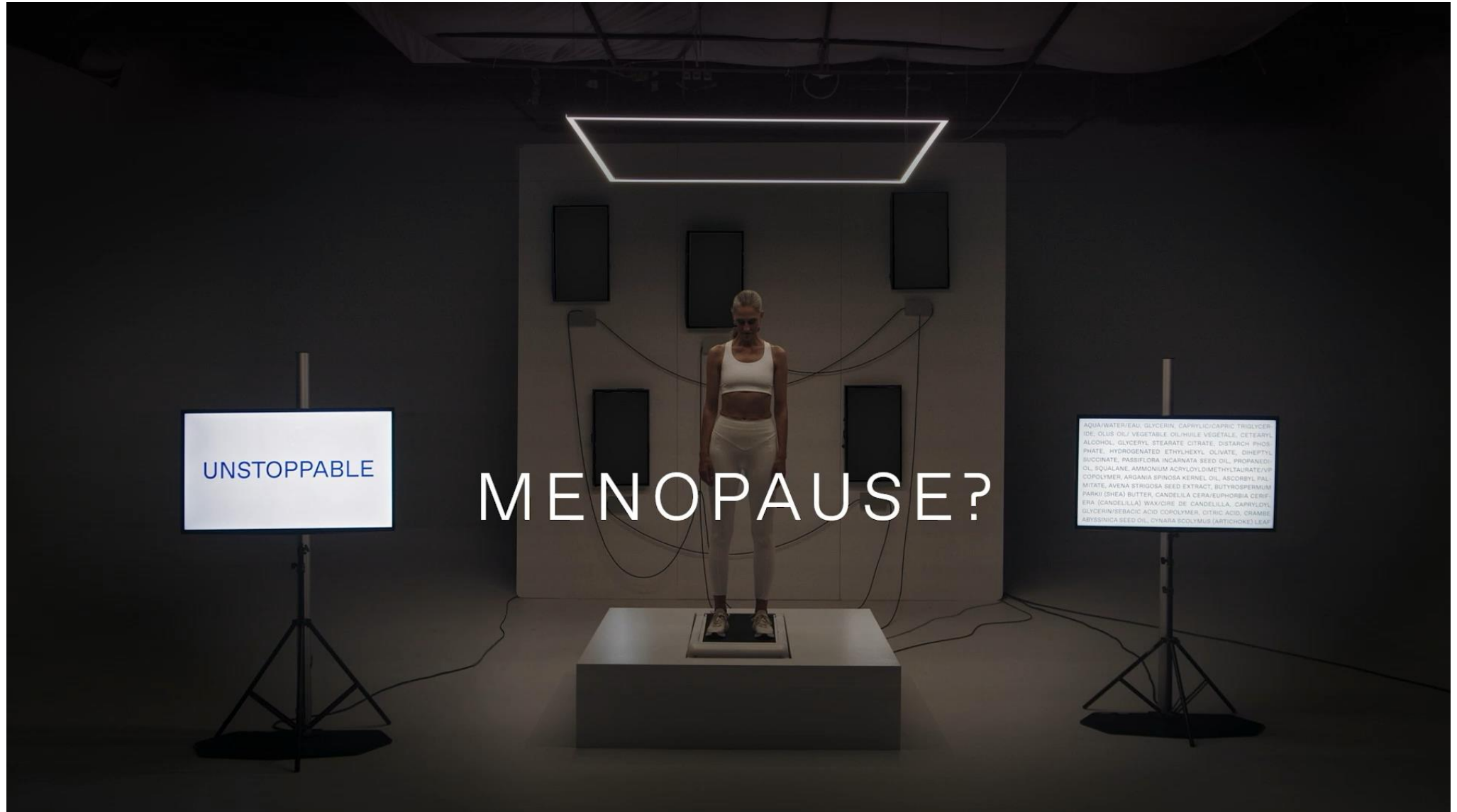








WHITE PINE



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White Pine Portfolio

Post-Menopause

A full skincare treatment to combat all areas prone to sagging with the unique Meno-reverse Technology:

UNSTOPPABLE VOLUME REPLENISHMENT | PLUMPING | ELASTICITY



White Pine
**Volumizing
Serum-in-Moisturizer**
Fill + Plump



White Pine
**Ultra Replenishing
Deep Wrinkle Cream**
Restore+Deep Moisture



White Pine
**Restorative
Overnight Facial**
Smooth Wrinkles
+ Replenish



White Pine
**Luminous Awakening
Moisturizer SPF 20**
Rosy Glow + Protect



White Pine
**Deep Wrinkles
Plumping +
Age Spots
Concentrate**
Wrinkles
+ Age Spots



White Pine
**Advanced Wrinkle
Smoothing
Eyes + Lip
Contour Cream**
Smooth + Plump lines



White Pine
**Radiant Body
Lift Cream**
Firm + Tone



White Pine
**Age Defy
Hand
Concentrate**
Brighten
+ Plump



KORRES

WHITE PINE

For mature skin
after **Menopause**

UNSTOPPABLE
ELASTICITY (97% of women)
PLUMPNESS (91% of women*)
RESILIENCE

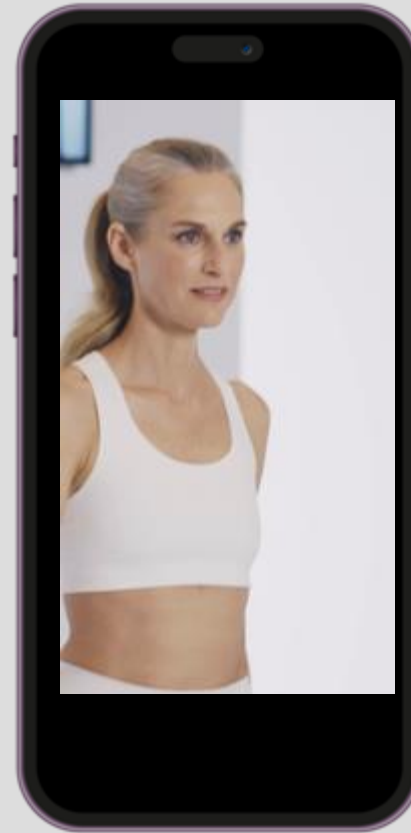
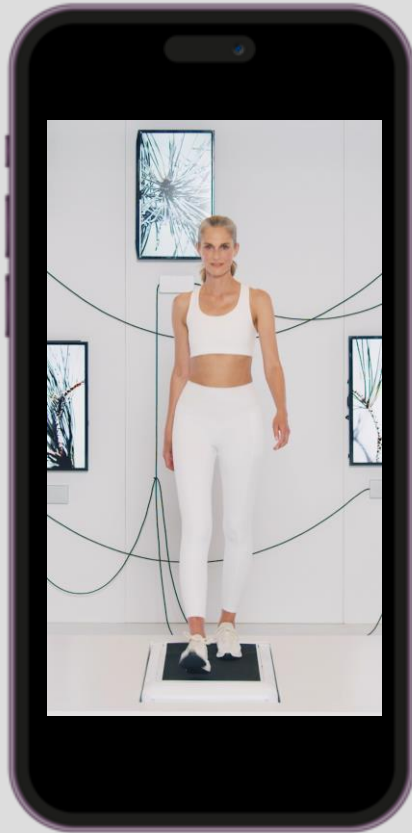


KORRES White Pine
Ανανεωτική Δυσώ-Κεράτο Ηυαλορόνη
ΚΡΗΜΗ ΓΙΑ ΣΤΕΦΑΝΟ

MENO-REVERSE™ TECHNOLOGY
With Upcycled Greek White Pine bark extract

UNSTOPPABLE



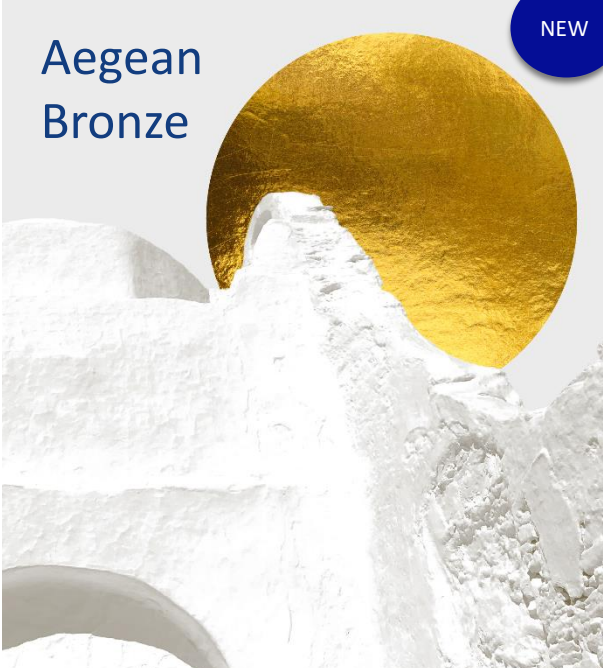
* IN A CLINICAL STUDY WITH 30 WOMEN AGED 50-65, 97% REPORTED INCREASED SKIN ELASTICITY AND 91% REPORTED INCREASED SKIN PLUMPNESS AFTER 4 WEEKS OF TREATMENT WITH KORRES WHITE PINE MENO-REVERSE™ TECHNOLOGY.





Suncare Mapping

Growth Opportunity – Own Greek Summer

 <p>72%</p> <h3>Yoghurt Suncare</h3> <p>Ideal for sensitive skin</p> <p>Active hydration</p>	 <p>18%</p> <h3>Red Grape</h3> <p>SUNSCREEN Cream</p> <p>ANTI-AGING + ANTISPOT</p> <p>PROTECTION</p>	 <p>NEW</p> <h3>Aegean Bronze</h3>
<p>All family line. Supreme protection. Even for sensitive skin.</p>	<p>Anti-aging protection. Targets spots + wrinkles.</p>	<p>NEW A line for sun lovers. Bronzing + tan enhancing.</p>





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Yoghurt Portfolio

Suncare Protection even for the most sensitive skin.

Face + Eyes



Yoghurt
Sunscreen Face Cream
 SPF50 , SPF30
 Protect & Hydrate
 50ml



Yoghurt
Sunscreen Face + Eyes
Cream
 SPF50
 Protect & Hydrate
 50ml



Yoghurt
Tinted Sunscreen
Face Cream
 SPF50 , SPF30
 Protect & Hydrate
 50ml

Face & Body



Yoghurt
Sunscreen Spray
Emulsion Body + Face
 SPF50 , SPF30
 Protect & Hydrate
 150ml



Yoghurt
Sunscreen Emulsion
Body + Face
 SPF50 , SPF30
 Protect & Hydrate
 200ml

Kids



Yoghurt
Kids Comfort
Sunscreen Spray
Body + Face SPF50
 Protect & Hydrate
 150ml



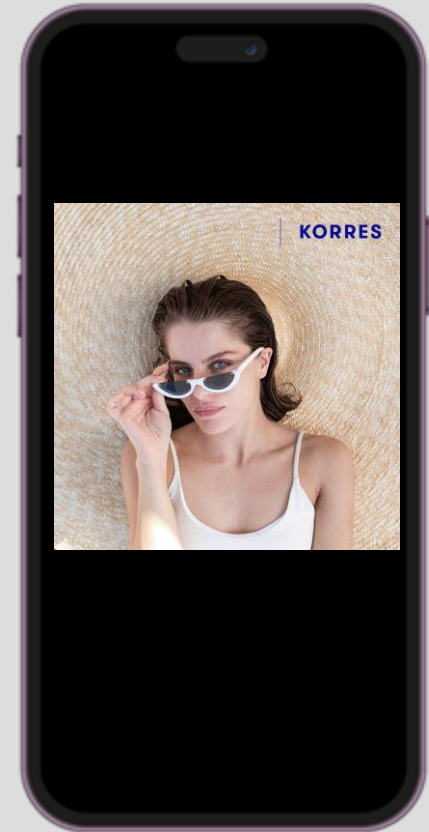
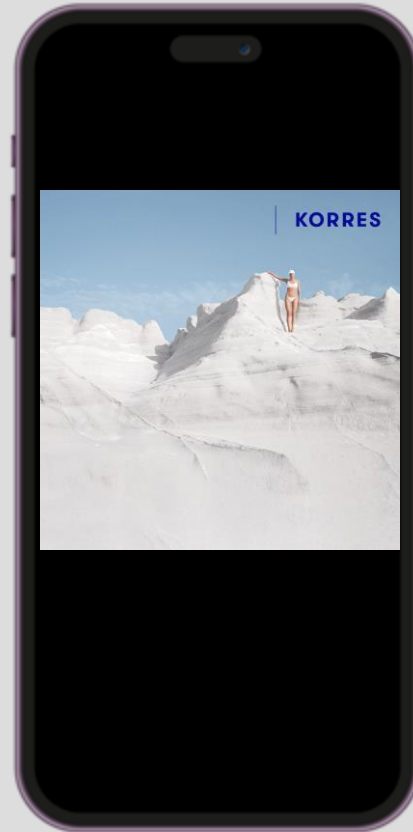
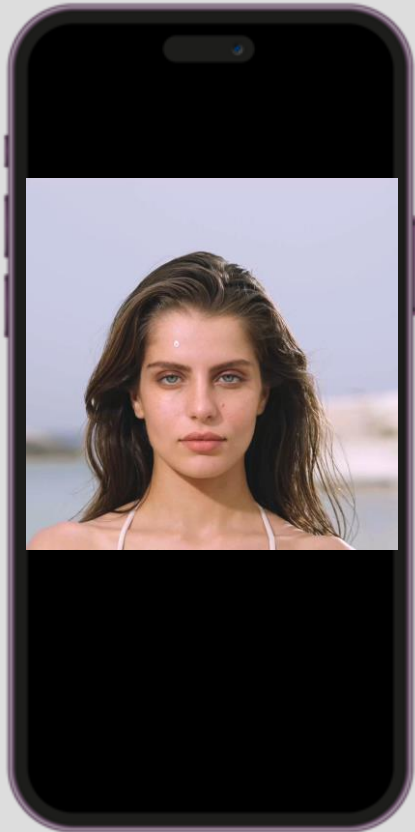
Yoghurt
Kids Comfort
Sunscreen Emulsion
Body + Face SPF50
 Protect & Hydrate
 150ml

After Sun



Yoghurt
Cooling After-Sun Gel
Face + Body
 Comfort & Hydrate
 150ml







Red Grape Portfolio

A sun care line for anti-wrinkle and anti-aging protection.



RED GRAPE
Daily sunscreen
Face Cream SPF50
ANTI-AGING & ANTI-SPOT



RED GRAPE
Tinted Daily sunscreen
Face Cream SPF50
ANTI-AGING & ANTI-SPOT



RED GRAPE
Sheer Glow Finish Daily sunscreen
Face Cream SPF50
ANTI-AGING & ANTI-SPOT



AEGEAN BRONZE

Aegean Bronze Portfolio

A line for SUN Lovers inspired by the colors and scents of the Aegean Sea.

NEW
2025

TANNING



INTENSE
BRONZING OIL
SPF10

BRONZING
OIL DRY TOUCH
SPF20

ILLUMINATING



LUMINOUS
BODY
PERFECTER

NATURAL
COLOR
MULTI-
STICK
BALM

PERFUMING



EAU DE
PARFUM

EAU DE
PARFUM
10mL Vial

Aegean Bronze

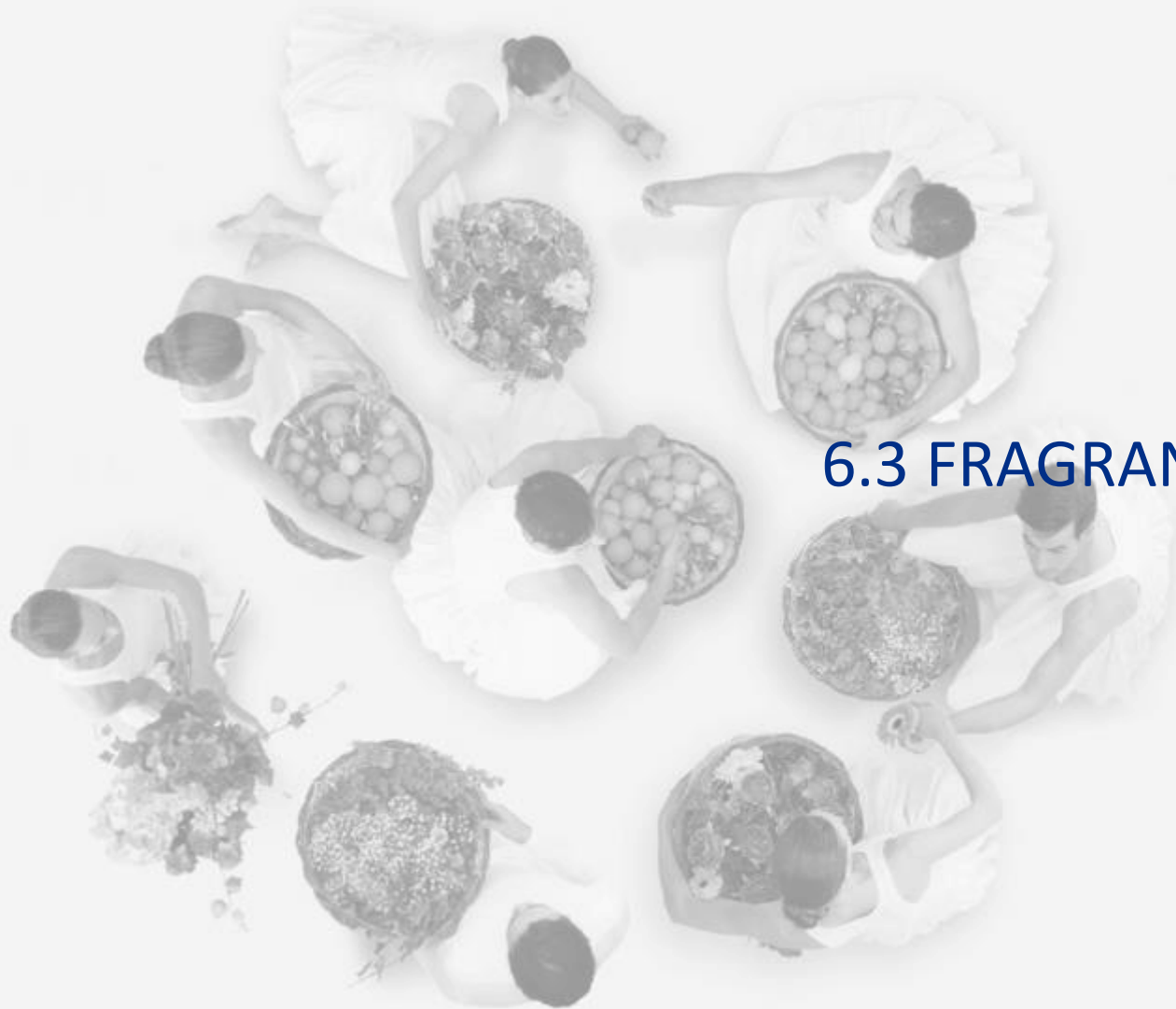
The Aegean Light on your Skin

Tanning. Illuminating. Perfuming.

KORRES



6.3 FRAGRANCES





[CLICK TO PLAY](#)

Fragrance Portfolio

Conscious fragrances that capture the essence of iconic sceneries, memorable moments, and natural ingredients of Greece

	FLORAL			ORIENTAL		CITRUS	CHYPRE	WOODY			FOUGERE				
Character	FRESH CITRUS	POWDERY MUSKY	WOODY	FLORAL	SWEET	FRUITY	FRUITY	CITRUS AMBER	FOUGERE	EARTHY AMBERY	AROMATIC FRUITY	AQUATIC	ORIENTAL	CITRUS WOODY	AQUATIC FLORAL
															
	White Tea	Lefko	Cashmere Kumquat	Black Sugar	Vanilla/Freesia	Avgoustos	Midnight Dahlia	Black Pepper	Mountain Pepper	Vetiver Root	Philosia	Kyma	Oceanic Amber	Blue Sage	Sikinos
EDT															



KORRES

ΑΡΩΜΑΤΑ
ΕΛΛΑΔΑΣ





FLOOR STAND

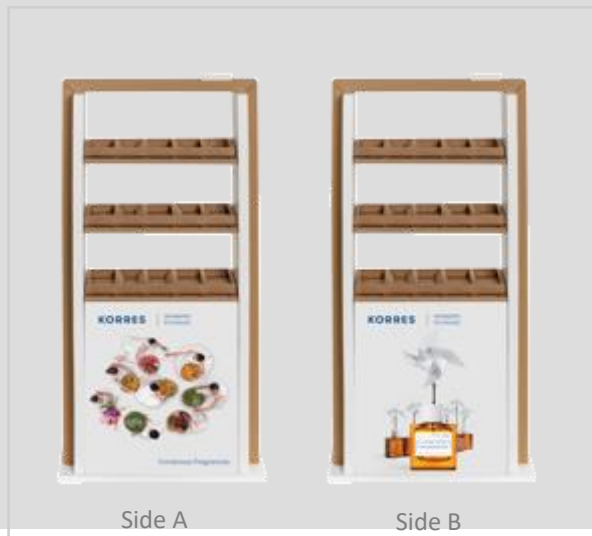
BLOTTERS

WINDOWS
&
WINDOW STICKERS



GONDOLA

PR KIT



Side A

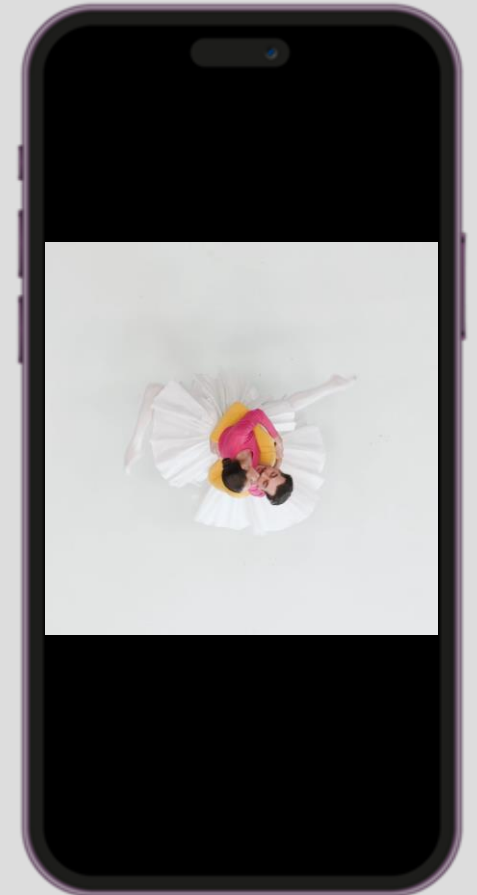
Side B



BRAND CONTENT



SAINT VALENTINE'S DAY



MOTHER'S DAY



EAU DE PERFUME

athens

KORRES

BLACK PEPPER

TOP NOTES: LEMON, MANDARINE, LIME
HEART NOTES: LAVANDIN, FRESH MARINE, BLACK PEPPER
BASE NOTES: CEDAR, CASHMERE WOOD, AMBER MUSK

EAU DE PERFUME

athens

KORRES

OCEANIC AMBER

TOP NOTES: LEMON, MANDARINE, LIME
HEART NOTES: LAVANDIN, FRESH MARINE, BLACK PEPPER
BASE NOTES: CEDAR, CASHMERE WOOD, AMBER MUSK

New eau de Parfum

Black pepper, the king of spices, highly prestigious since ancient Greece, has been used as currency and presented

to the gods as a sacred offering. It offers a distinct warm and bracing aroma; a pungent bite melding with resins found in its seeds and a musty odor from its oils.

It is a symbol for eternal quality and luxury, and produced as early as the third century BC.

Cashmere has a smooth indulgent feel and a deep woody scent. Lemonwood, a native evergreen Maori tree also known as tarata, is a precious source of a unique, highly fragrant scent. Its glossy yellow-green leaves emit a sparkly, refreshing and earthy hint of lemon note.

athens

e 50 mL / 1.69 FL. OZ.

EAU DE PERFUME

athens

KORRES

EAU DE PERFUME

athens

KORRES

BLACK SUGAR

TOP NOTES: LEMON, MANDARINE, LIME
HEART NOTES: LAVANDIN, FRESH MARINE, BLACK PEPPER
BASE NOTES: CEDAR, CASHMERE WOOD, AMBER MUSK

EAU DE PERFUME

athens

KORRES

CASHMERE KUMQUAT

TOP NOTES: LEMON, MANDARINE, LIME
HEART NOTES: LAVANDIN, FRESH MARINE, BLACK PEPPER
BASE NOTES: CEDAR, CASHMERE WOOD, AMBER MUSK

CASHMERE KUMQUAT

TOP NOTES: LEMON, MANDARINE, LIME

HEART NOTES: LAVANDIN, FRESH MARINE, BLACK PEPPER

BASE NOTES: CEDAR, CASHMERE WOOD, AMBER MUSK

NEW Eau De Parfum Collection



Cashmere Kumquat

Black Sugar

Black Pepper

Oceanic Amber



6.4 MEN'S

Men's Franchise – Athenian Grooming (Launched in 2025)

KORRES revives the authentic Athenian Barbershop experience with the power of Achillea Millefolium, the warrior plant.

GROOMING

SKINCARE

COLOGNE

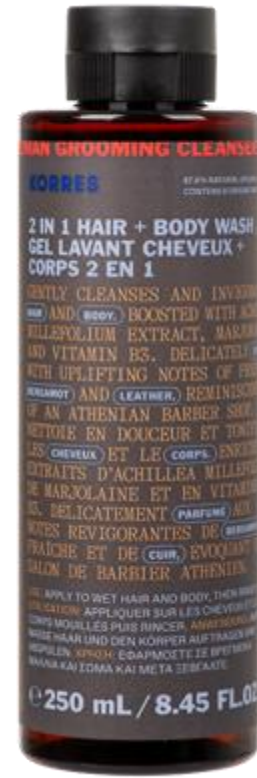
HERO



BARBER'S 4 IN 1 OIL RECIPE



BARBER'S AFTER-SHAVE COMFORT BALM



2 in 1 HAIR + BODY WASH

HERO



MOISTURIZING MASTER RECIPE



ANTI-AGING MULTIDEFENDER RECIPE



BARBER'S FACE + BEARD CLEANSER

HERO



VETIVER + SPICES COLOGNE



BERGAMOT + LEATHER COLOGNE

ATHENIAN GROOMING

HERITAGE REVISITED

THE ATHENIAN BARBERSHOP IS BACK

KORRES REVISITS ITS HERITAGE



ATHENIAN GROOMING NEW KORRES MEN'S LINE



ACHILLES

THE HOMERIC HERO OF TROJAN WAR
IN THE NEW KORRES MEN'S LINE:
(MAIN INGREDIENT) OF ATHENIAN GROOMING
THE **(ACHILLEA MILLEFOLIUM EXTRACT)**

CAN MEN TACKLE WRINKLES?

VISIBLE REDUCTION
OF WRINKLES IN 1 MONTH*

**ANTI-AGING
MULTI-DEFENDER RECIPE:**
A MULTI-ACTING, **(ANTI-AGING)** CREAM
FOR FACE AND EYES

Η ΜΙΑΣΑΔ ΠΡΩΤΗΣ ΤΗΣ ΧΡΟΝΙΑΣ

παρτοσελώνα αθηναι
ερον το απο



95.8% NATURAL ORIGIN CONTENT

SOFT HAIR AND BEARD FROM THE FIRST USE**

4 IN 1 OIL BARBER'S RECIPE:
GROOMING DRY OIL 4 IN 1
THAT **(SOFTENS)** & **(NOURISHES)** HAIR
+ BEARD FROM THE 1ST USE



98.2% NATURAL ORIGIN CONTENT

ATHENIAN GROOMING COLOGNE

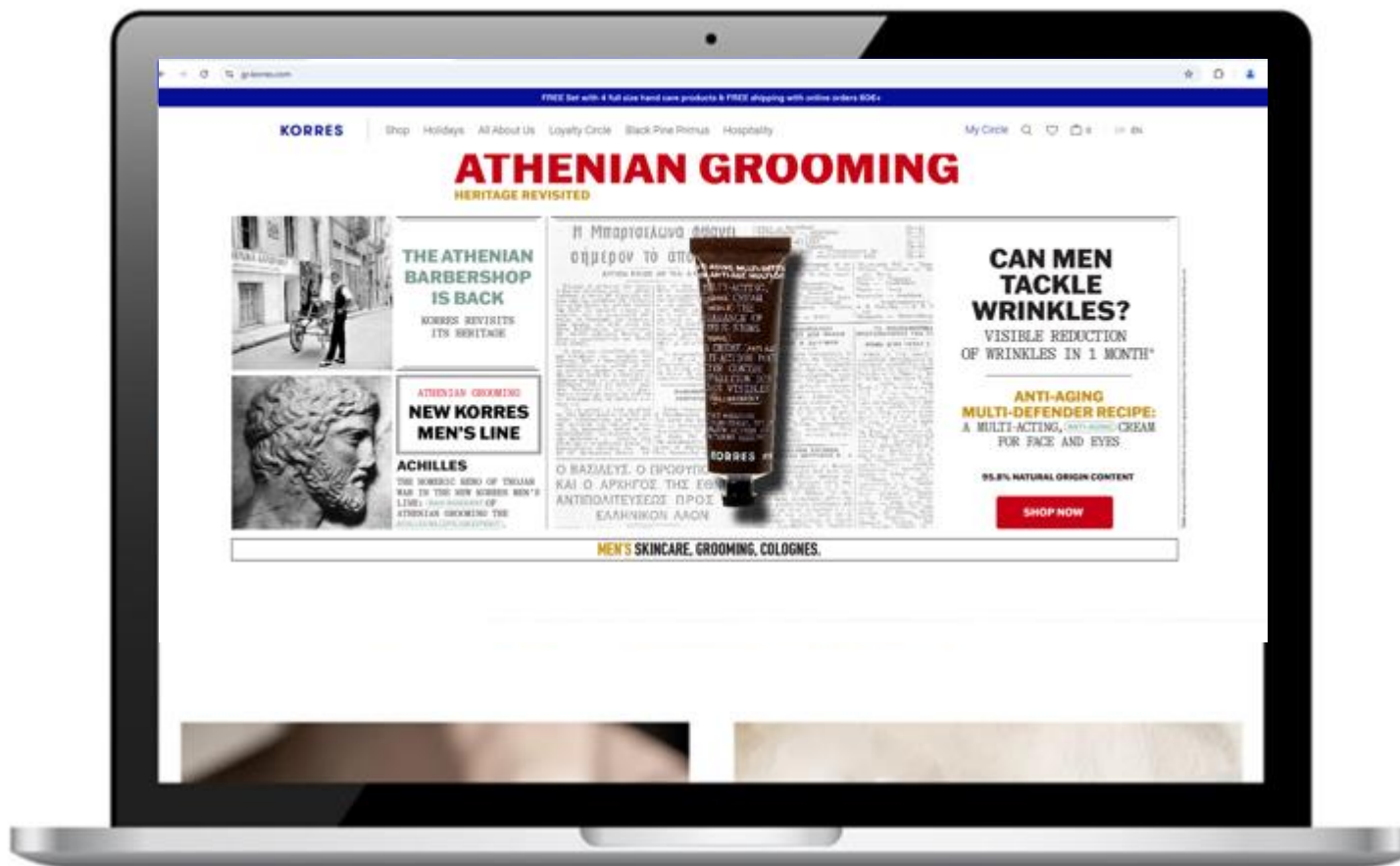
**BERGAMOT
+ LEATHER COLOGNE:**
A **(FRESH)**, GENEROUS BLEND



93.3% NATURAL ORIGIN CONTENT

*100% of men who used KORRES Athenian Grooming Anti-Aging Multi-Defender Recipe / Soft Hair and Beard from the First Use, 20 minutes between 40-60 years old.
**15 to 30 min after first use KORRES Athenian Grooming Barber's 4 in 1 Grooming Oil / Soft Hair and Beard from the First Use, 20 minutes between 35-65 years old.

MEN'S SKINCARE, GROOMING, COLOGNES.





6.5 BODY CARE

IT'S ALL ABOUT

PLEASURE

a sensorial experience
to uplift your day

TAKING CARE OF YOUR SKIN

with gentle,
high-naturality formulas



Body Portfolio

A gateway to the brand with a very sensorial formula and scents that travel to Greece

The image displays a variety of Korres body care products. On the left, four bottles of Shower Gel are shown in different sizes: a small travel size (40mL), a classic favorite (250mL), an everyday use size (400mL), and a large value for money size (1L). In the middle, three tubes of Body Milk are shown: a travel size (40mL), an everyday use size (200mL), and another travel size (50mL). To the right, three tubes of Body Butter are shown: a travel size (125mL), an everyday use size (400mL), and a value for money size (400mL). Next to them is a spray bottle of Body Butter Spray (250mL). On the far right, a tube of Body Scrub (150mL) is shown. The products are arranged in a row, with their respective categories and sizes labeled below them.

Product Category	Product Name	Volume
Shower Gel	Travel size	40mL
	Classic favorite	250mL
	Everyday Use	400mL
	Value for Money	1L
Body Milk	Travel size	40mL
	Everyday Use	200mL
	Travel size	50mL
Body Butter	Travel size	125mL
	Everyday Use	400mL
	Value for Money	400mL
Body Butter Spray – use on the go	250mL	
Body Scrub		150mL

Body Care – Scent's Mapping

A portfolio that covers the full fragrance spectrum

The Florals



JASMINE



WHITE
BLOSSOM



LILAC



GRECIAN
GARDENIA



CASHMERE
ROSE

The Orientals



VANILLA
CINNAMON

The Citruses



GRAPEFRUIT
SUNRISE



BASIL
LEMON



CITRUS

The Fruity



COCONUT
WATER



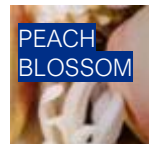
GINGER
LIME



BERGAMOT
PEAR



SANTORINI
VINE



PEACH
BLOSSOM



POMEGR.
GROVE

The Aromatics



MINT
TEA



FOREST
CEDAR



SEA
LAVENDER

The Gourmands



MEDIT.
VANILLA



THYME
HONEY



6.6 OLIVE

Olive Portfolio

From the Cretan groves to your skin with supreme extra virgin olive oil



Travel size 40mL Classic favorite 250mL Everyday Use 400mL Value for Money 1LT

Shower Gel



Travel size 40mL Everyday Use 200mL Value for Money 400mL

Body Cream



Hand Cream 175ml



3 in 1 Nourishing Oil 100ml



Nourishing Shampoo 250ml



Nourishing Conditioner 200ml

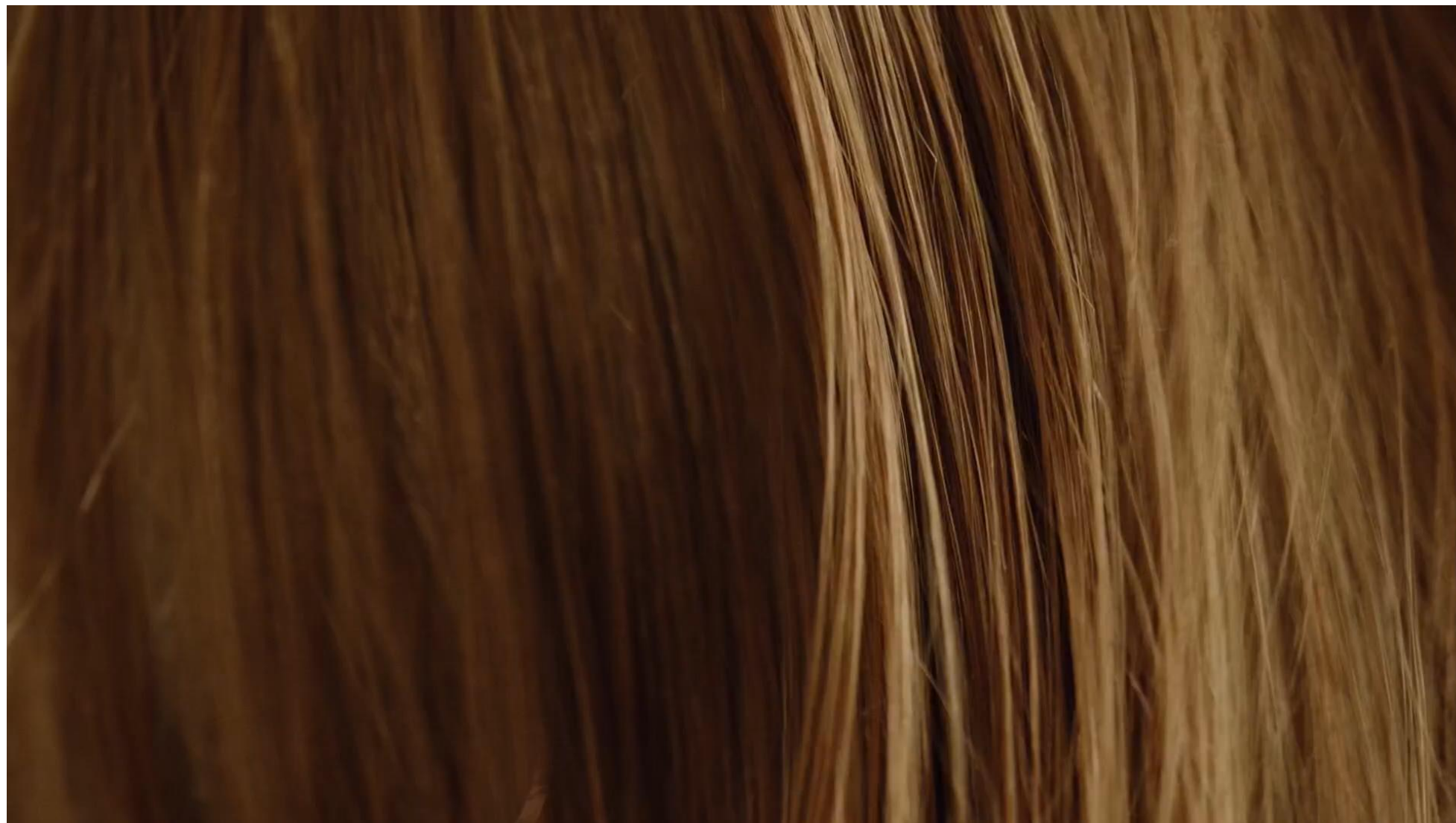


Traditional Soap 125gr





6.7 COLORANTS



[CLICK TO PLAY](#)

Conscious Colorants

0% Ammonia, Silicones | Organic Argan Oil



PERMANENT HAIR COLORANTS

34 Vivid Colors



POST-COLOR TREATMENT

Shampoo

Conditioner

Mask

Colorants Portfolio

Available in 34 Vivid Colors

THE SHADES

NATURAL .0

SANDRE .1

GOLDEN/HONEY .3

BEIGE .17

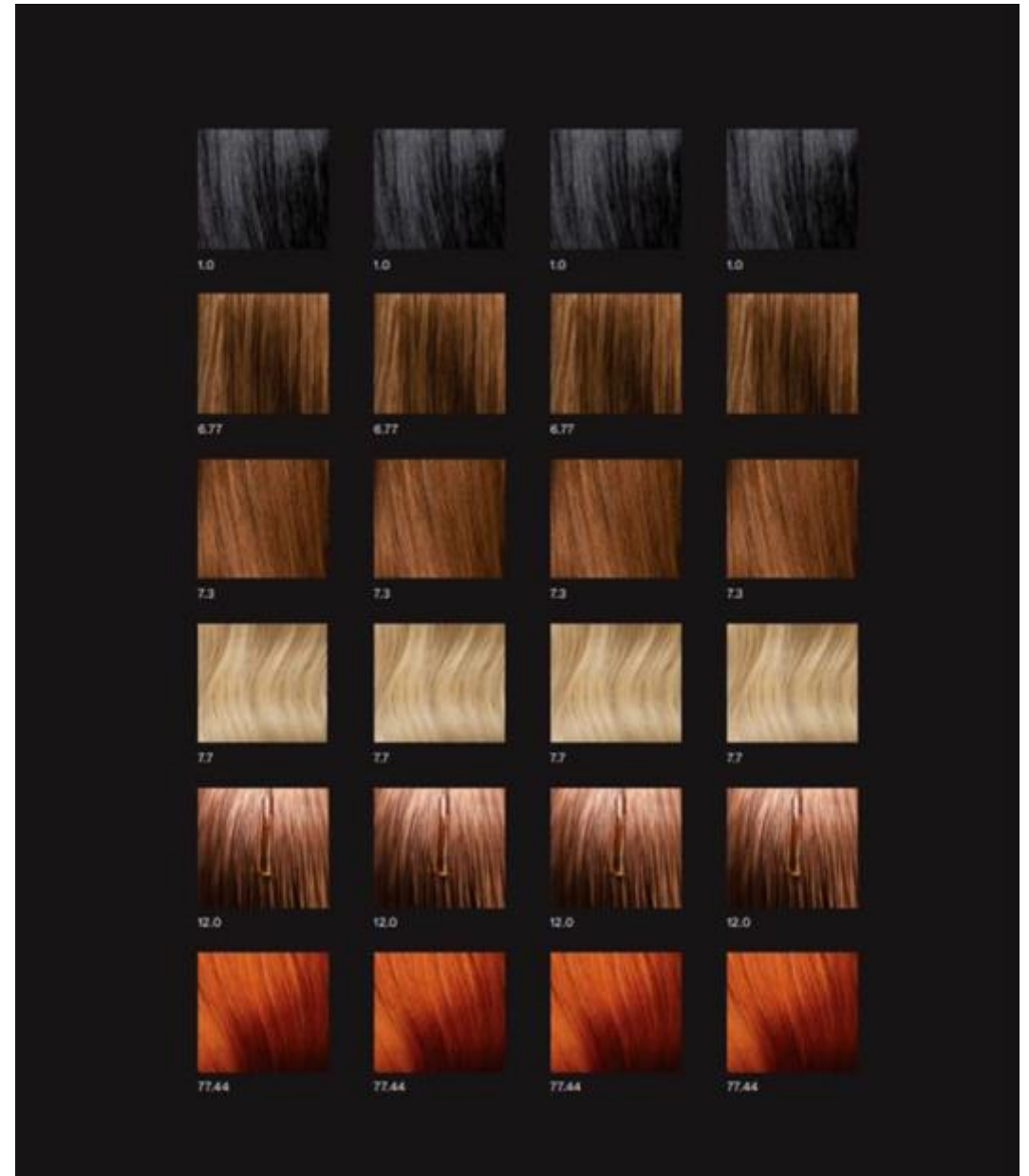
CHOCOLATE .7

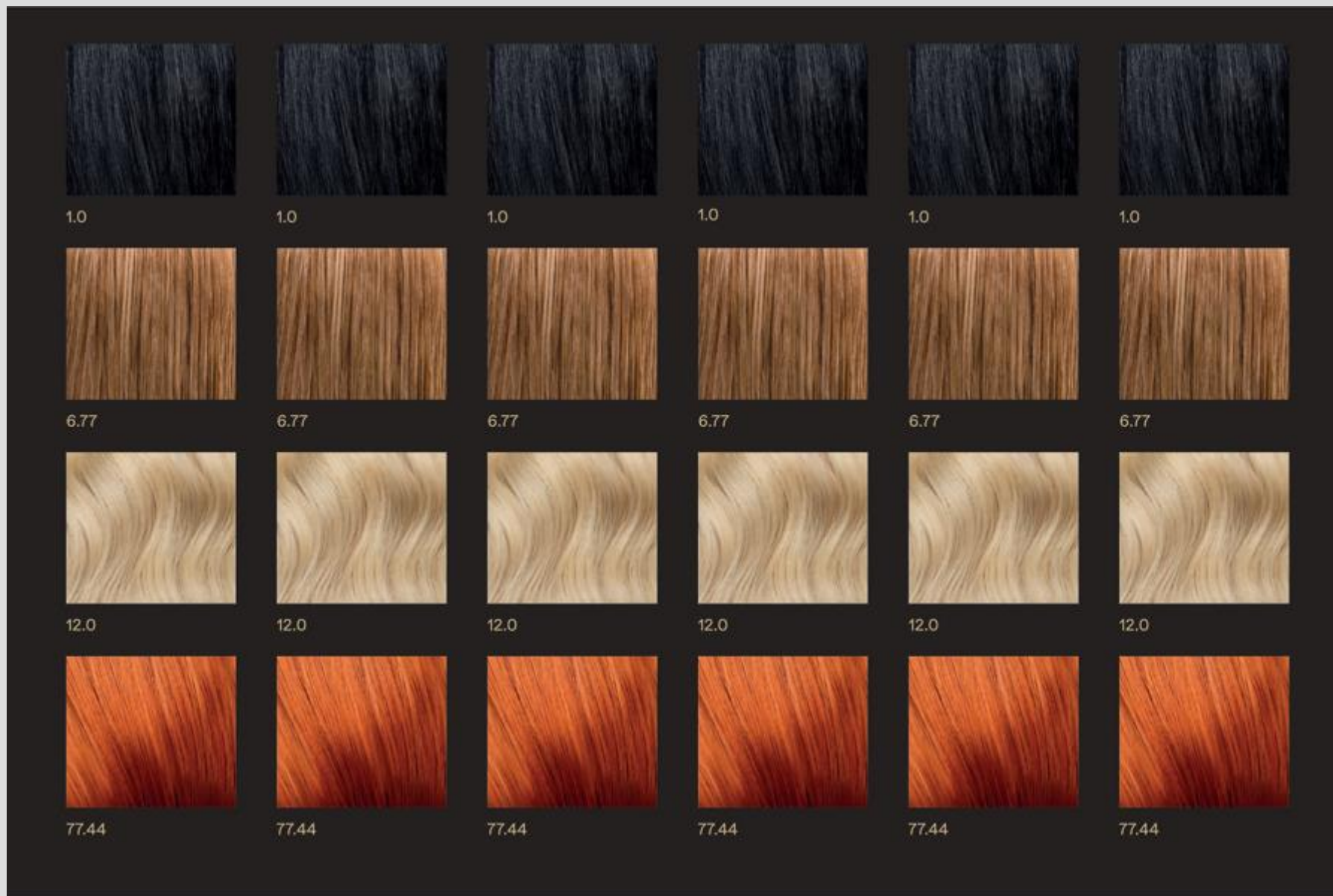
GOLDEN CHOCOLATE .73

INTENSE CHOCOLATE .77

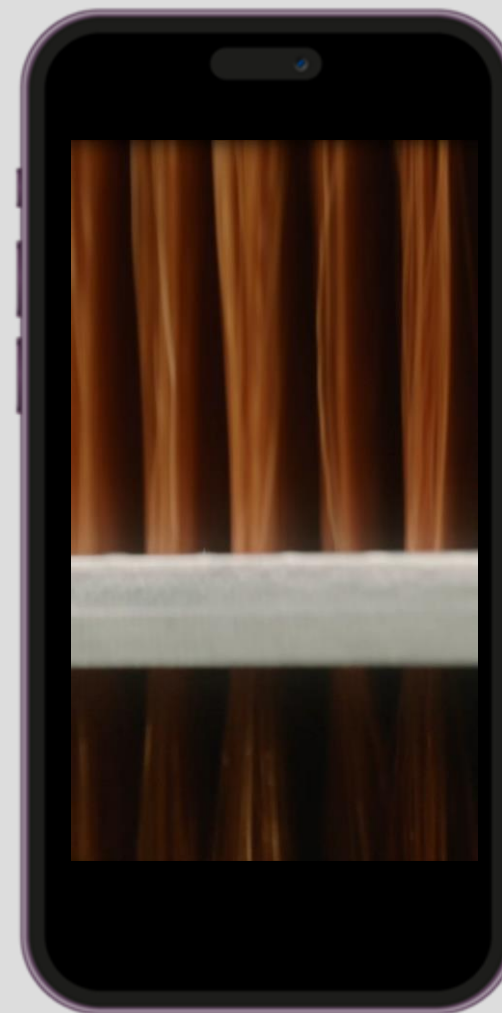
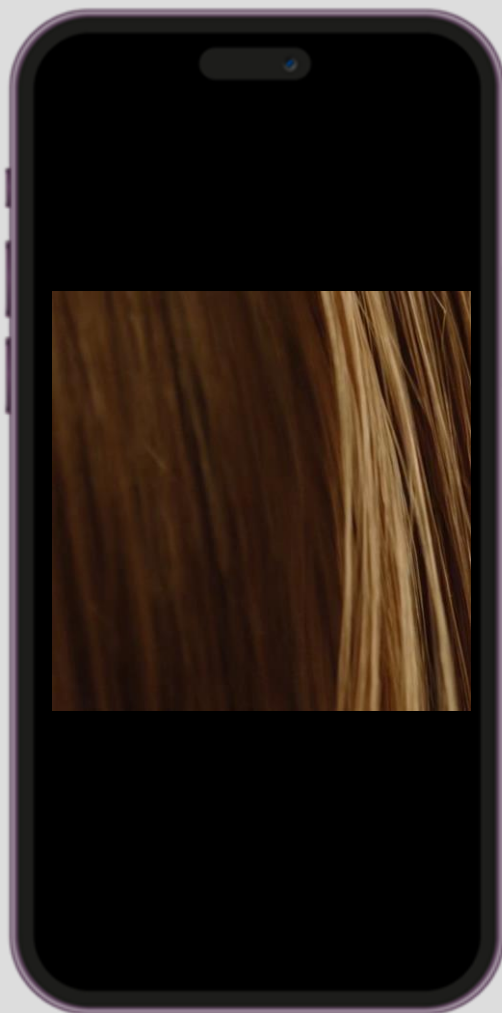
COPPER RED .4

RED .6











6.8 HAIR CARE

HAIR CARE

0% Silicones | more than 82% Natural Origin Content | For every Hair Type | Clinically Proven Efficacy



NORMAL

Shampoo | Conditioner

DRY / DAMAGED

Shampoo | Conditioner |
Mask

OILY

Shampoo

THIN / FINE

COLORED

HAIR CARE

0% Silicones | more than 82% Natural Origin Content | For every Hair Type | Clinically Proven Efficacy



DANDRUFF + DRY SCALP

Shampoo



ANTI-HAIR LOSS

Shampoo for women | Shampoo for men

6.9 COLOR



Conscious Color (Launched in 2025)

0% Silicones, Mineral Oil, Talc | Suitable for Sensitive Skin + Eyes | Mediterranean Ingredients

NEW
2025

Up to $\frac{98}{100}$
Natural Origin Content



COMPLEXION

Foundations | Concealer |
Powder | Multi-stick | Blush



LIPS

Lip shine | Lipstick |
Lip liner



EYES

Mascaras | Eye liner pencil |
Liquid eyeliner | Eyeshadow
palette



NAILS

Nail polish | Base coat |
Top coat



98
100

0%
Silicones,
Mineral Oil,
Talc

98
100



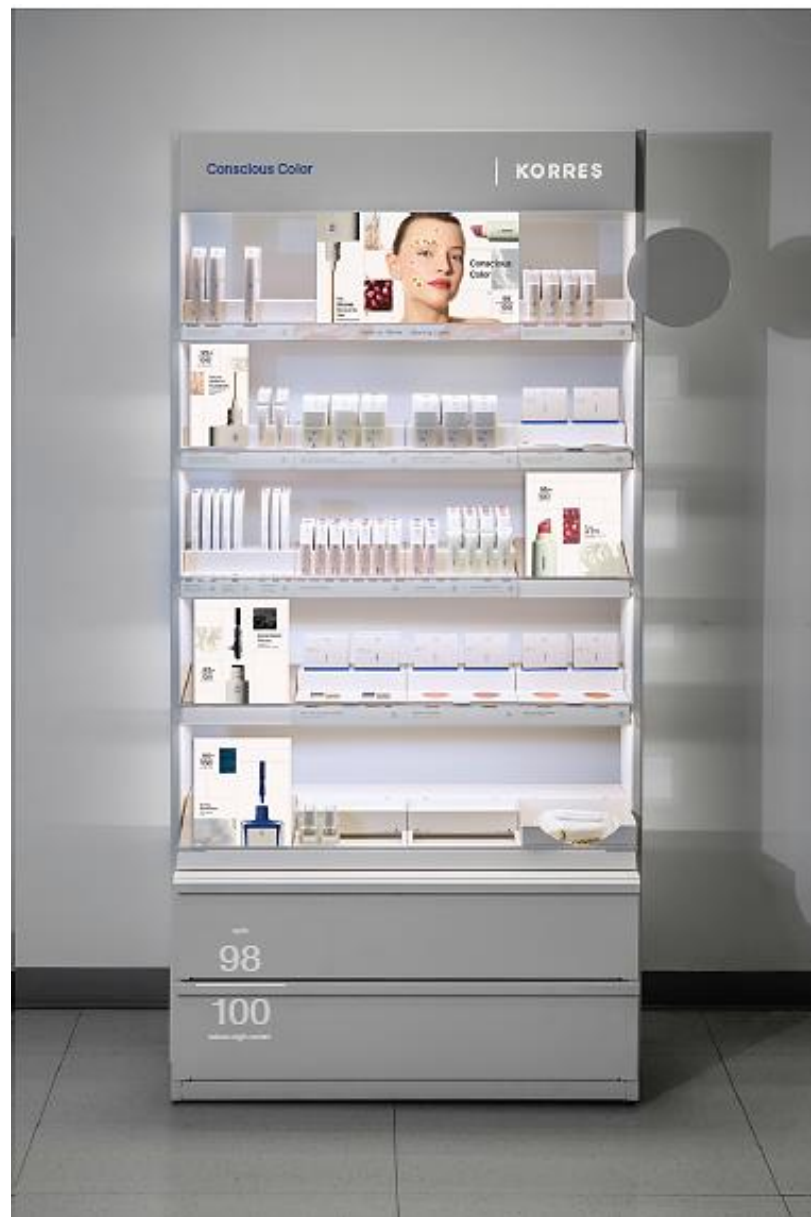
Conscious
Color

98
100

98
100

Up to **98**
100

Natural Origin Content





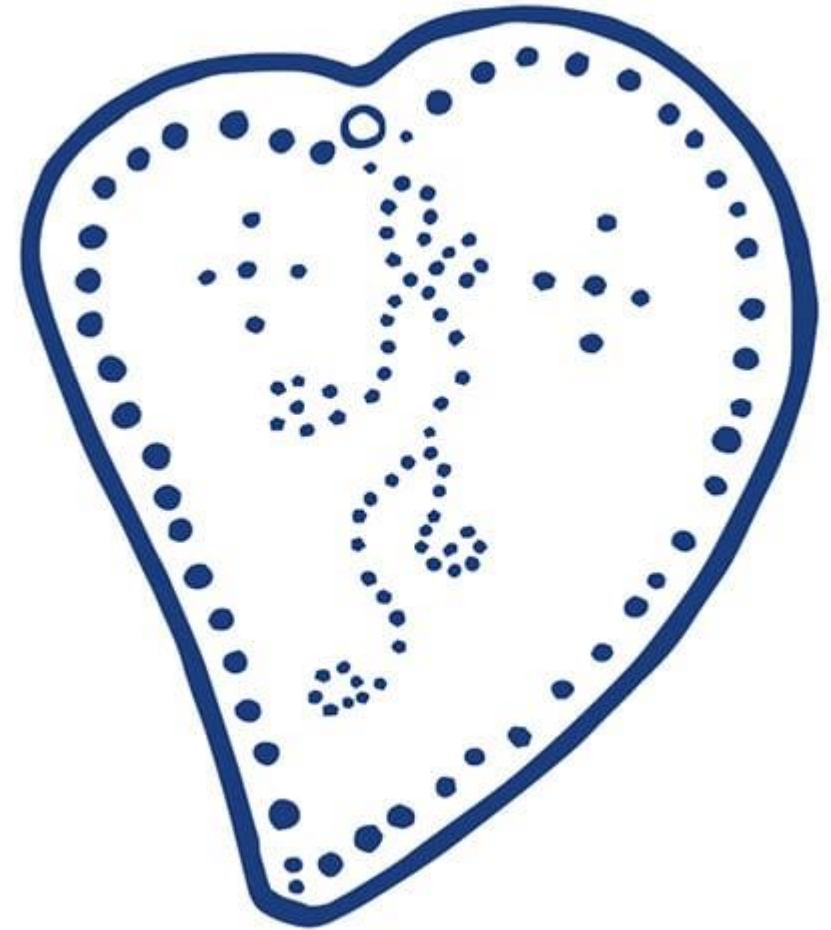
**6.10 KORRES HERITAGE
HAND CREAMS + LIP BALMS**

GREEK FOLK ART

Focusing on Greek heritage + tradition.

Themes that are based on **nature and love**, revealing a world that lived in harmony with nature and represented this in its art.

The colors chosen -the white and blue of Greece- are a tribute to the iconic aesthetic of the Aegean.



KORRES LIP BALMS



Yoghurt Lip balm -
Suncare
Protection SPF 20



Cocoa Butter Lip
Balm



Mulberry Lip Balm
Tinted



Wild Rose Lip Balm
Tinted



Honey + Thyme Lip
Balm



Mediterranean
Grape Lip Balm
Tinted



Mint Lip Balm

KORRES HAND CREAMS

NEW
2025



*LAUNCH IN B SEM 2025 – CREATIVE INTENTION NOT FINAL

COMMERCIAL STRATEGY: CROSS-CATEGORY ANIMATION OF LIP BALMS + HAND CREAMS

Drive Impulse Purchase

Establish Strong identity of Greek Heritage on POS

Re-inforce Merchandising Presence of both categories





6. AWARDS

240 Awards and Counting!

Celebrating since the beginning.

KORRES has been honored with international recognition for:

- Innovation and High-quality formulations that combine efficacy with potent natural ingredients and a clean beauty philosophy.
- Business Growth & Global Recognition ranking among the most successful and admired companies
- Sustainability & Social Responsibility (CSR) initiatives, supporting local communities, ensuring the ethical sourcing of raw materials, sustainable practices and the **Recycle Lab** facility
- Strong Brand storytelling, connecting Greek heritage with Nature and innovative Research
- Effective marketing campaign Strategies that drive engagement, set trends and highlight the brand's values.
- Design & Brand Aesthetics, exceptional packaging, product design, and brand storytelling.



1998

- Innovation and Production Award, Ministry of Development [Greece]

2003

- Development and Innovation Award, Hellenic Business Society, awarded by the President of the State [Greece]

2004

- Gold Award, Packaging, Illustration and Graphic Design Awards [Greece]

2005

- George Korres, Businessman of the Year, Men of the Year Awards, Status Magazine [Greece]
- Gold Award Retail Manager and Rising Star of the Year, Retail Business Magazine, sponsored by the Ministry of Development [Greece]

2006

- Ranked 247 amongst the 500 highest developing companies in Europe, by the 500 Growth Entrepreneurs for growth association

2008

- Ranked 67th amongst 2500 Greek companies in the annual «Industry Diamonds» survey, Stat-Bank [Greece]
- ICN Award: Recognizing Creativity, Korres Natural Products, International Cosmetic News and HBA Global Expo Awards [US]

2009

- Export Leader Award [Standalone stores category], Helexpo- Stat Bank Export & Investment leaders Awards [Greece]

2010

- KORRES, Strongest Companies in Greece, ICAP Certificate

2013

- Winner, Antiaging Beauty Awards 2013, Black Pine serum, Sunday Mirror's Notebook Magazine [UK]

2014

- Winner, Korres Black Pine Antiwrinkle and Firming Day cream, Ultimate Beauty Bible Awards [UK]

2015

- Winner, Korres Greek Yoghurt Foaming Cream Cleanser, 2015 Prevention Beauty Awards [US]

2020

- Best Haircare Pharmacy, Argan Oil Advanced colorant, Madame Figaro Beauty Awards 2020, Madame Figaro [Cyprus]



2022

- Editors Favorite, Golden Krocus Hydra-Filler Plumping cream, ELLE Beauty Awards 2022 (Norway)
- 15th place, Most Admired Companies in Greece, Fortune 2022 (Greece)
- Gold / Platinum award, Greek Yoghurt, Best relaunch, Best in Pharmacy Awards 2022 (Greece)
- Gold, Greek Yoghurt Eye Awakening Gel, Face Care, Best in Pharmacy Awards 2022 (Greece)
- Gold, Greek Yoghurt, Marketing Campaign, Best in Pharmacy Awards 2022 (Greece)
- Gold, Greek Yoghurt, Digital & SoMe Marketing Campaign, Best in Pharmacy Awards 2022 (Greece)
- Gold, Greek Yoghurt, Pharmacy Promotion, Best in Pharmacy Awards 2022 (Greece)
- Brand of The Year, Best in Pharmacy Awards 2022 (Greece)
- Innovative Entrepreneur, Lena Philippou-Korres, Thales of Miletus Business Awards 2022 (Greece)
- Winner, Best in Clean Beauty, Santorini Grape Velvet Skin Drink, Glamour Beauty Awards (US)

2023

- Winner, Recycle Lab, Beauty Stars with an attitude, Madame Figaro (Greece)
- Winner, Eye Care, Greek Yoghurt Wide Awake Eye Gel, Prix d' Excellence de la Beauté, Marie Claire (Greece)
- Gold Award, KORRES commitment to supporting local communities, investing in underdeveloped rural areas, implementing sustainable agricultural practices, Hellenic Responsible Business Awards (Greece)
- Gold, Black Pine Overnight Total Revival Serum, Clean category, Prix De Beaute (Greece)
- Winner, Black Pine Plump-Up Sleeping Facial, Night Skincare Category, Health Sleep Awards (US)
- Gold. KORRES Circle, Best Loyalty Program, Best in Pharmacy Awards 2023 (Greece)

2024

- Gold, LEFKO Fragrance, Cosmoprof Awards (Bologna, Italy)
- Place 43, Greek Yoghurt Nourishing Probiotic Gel-Cream, 100- Best Moisturizers, NBC Select (US)
- Winner, KORRES Circle Loyalty Program, Best Loyalty Program, Modern Retail Awards (US)
- Winner, KORRES Launch of Recycle Lab, Most Responsible Retailer, Modern Retail Awards (US)
- Winner, Santorini Grape Velvet Skin Drink, Prix d' Excellence de la Beauté, Marie Claire (Greece)
- Best Gel Eye Cream for Puffiness, Best Eye Creams, Greek Yoghurt Wide Awake Eye Gel, Forbes (US)





8.0 ACTIVATIONS AROUND THE WORLD

8.1 Activations in Pharmacies Around the world



FRANCE



FRANCE



GREECE



GREECE



GREECE



GREECE



ROMANIA



8.2 Activations in Retail Stores Around the world



GREECE – HONDOS CENTER



FRANCE - MONOPRIX



FRANCE - MONOPRIX



FRANCE - MONOPRIX



GERMANY - MULLER



POLAND - SEPHORA



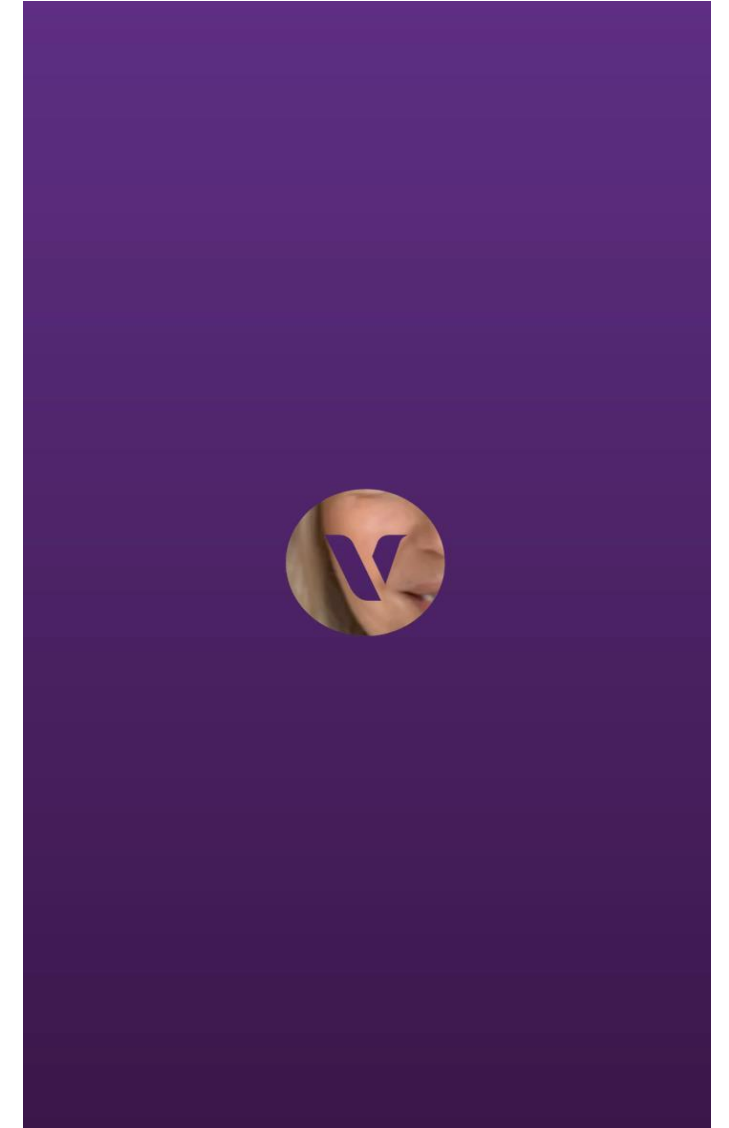
POLAND- DOUGLAS



POLAND - DOUGLAS



NORWAY - VITA



AUSTRALIA- MECCA



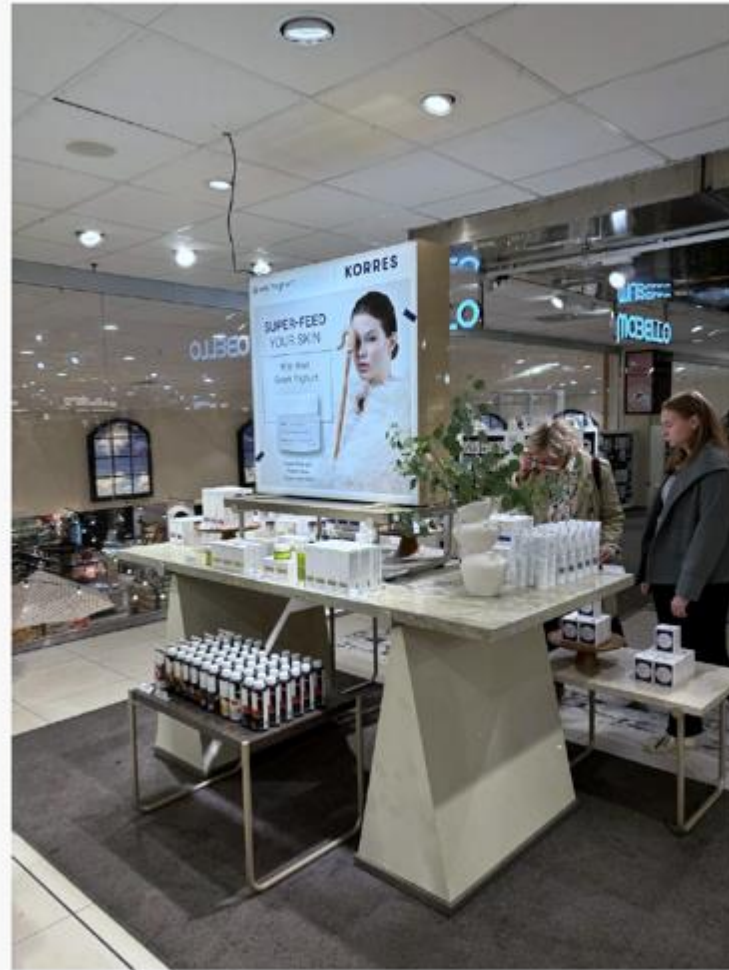
UK



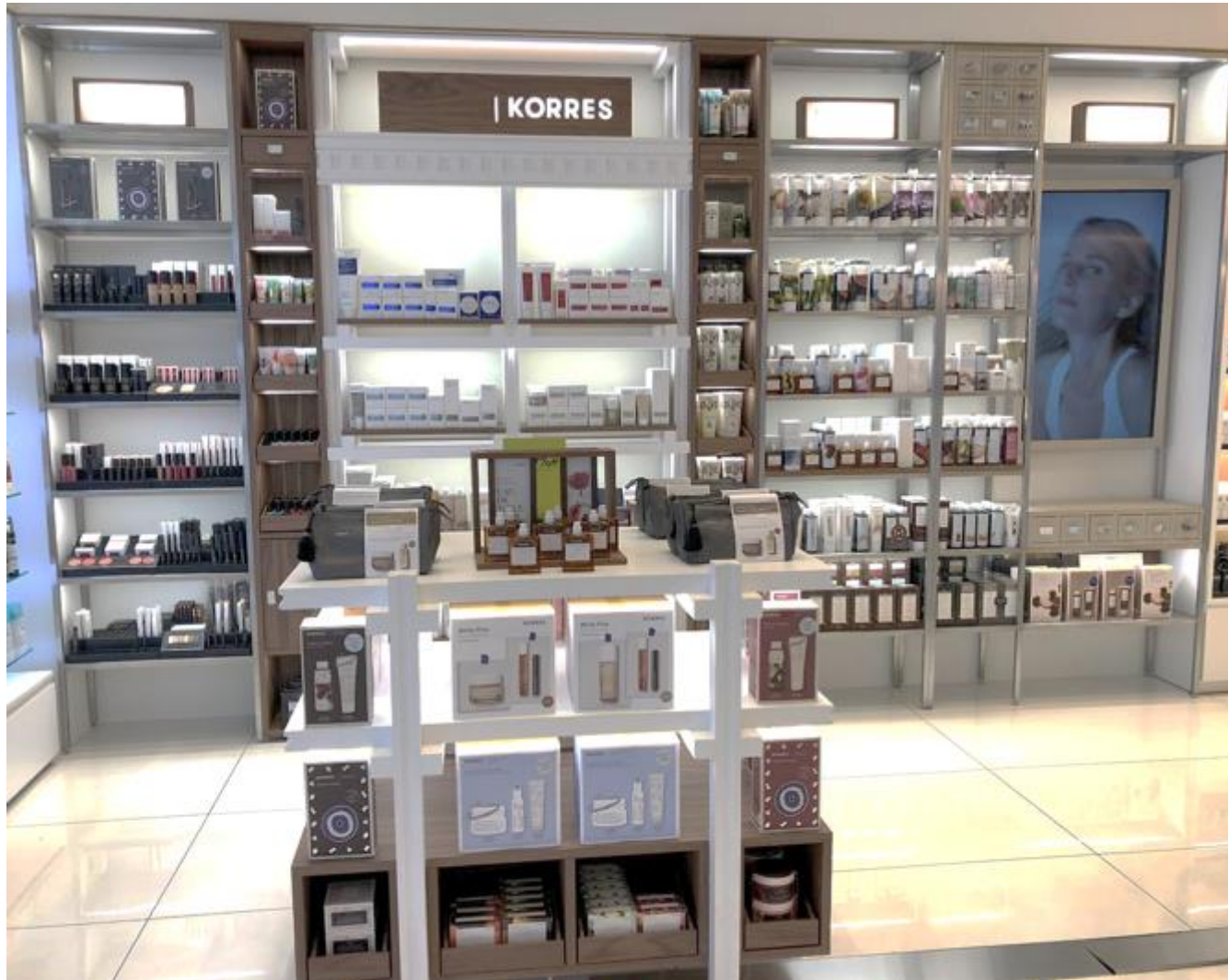
TURKEY



SWEDEN



Department Stores Activations



Department Stores Activations



KORRES shop-in shop, since Oct 2022



KORRES POP up, May 2023



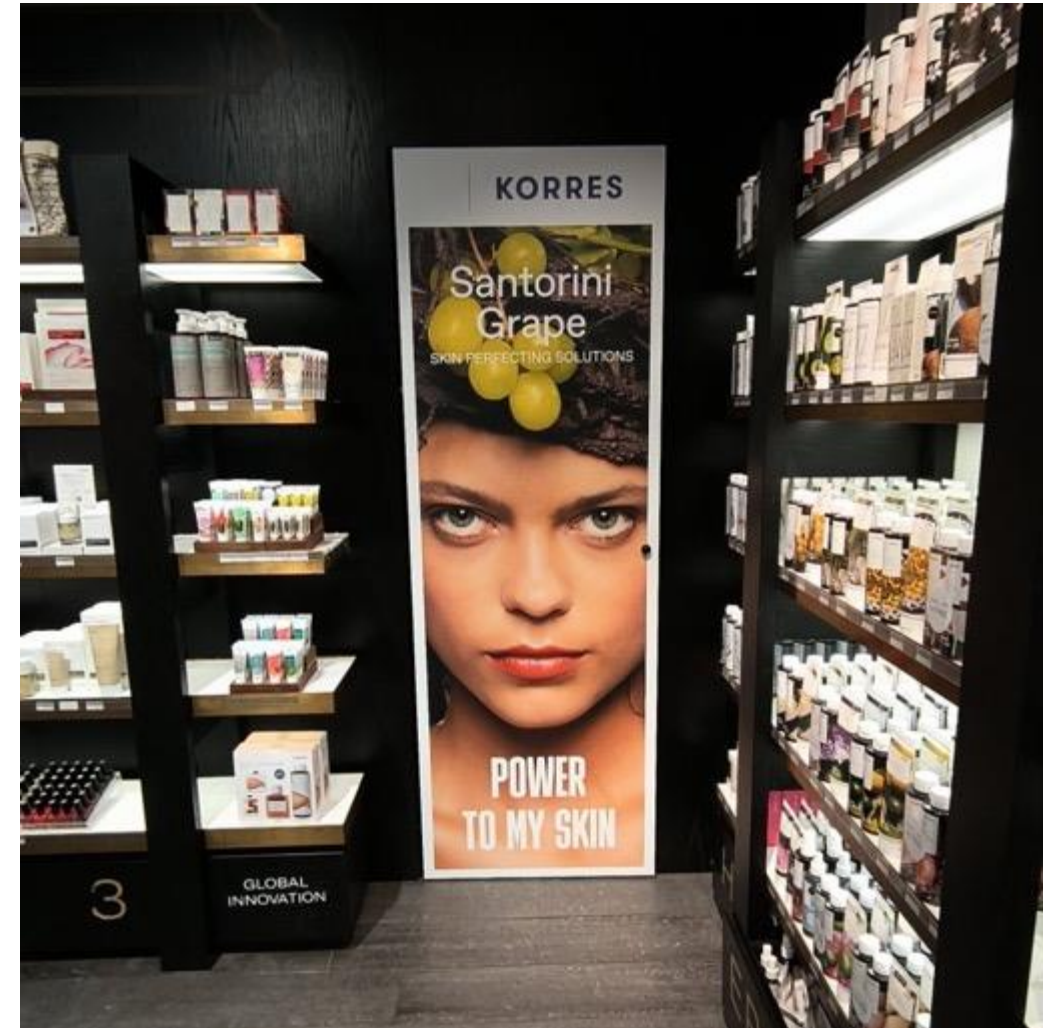
7.3 Activations in Airports / Travel-Retail Around the world



GREECE



GREECE



GREECE



GREECE



GREECE



GREECE





7.5 Activations in
KORRES Brand Stores

FRANCE



FRANCE



FRANCE



GREECE



FRANCE



FRANCE



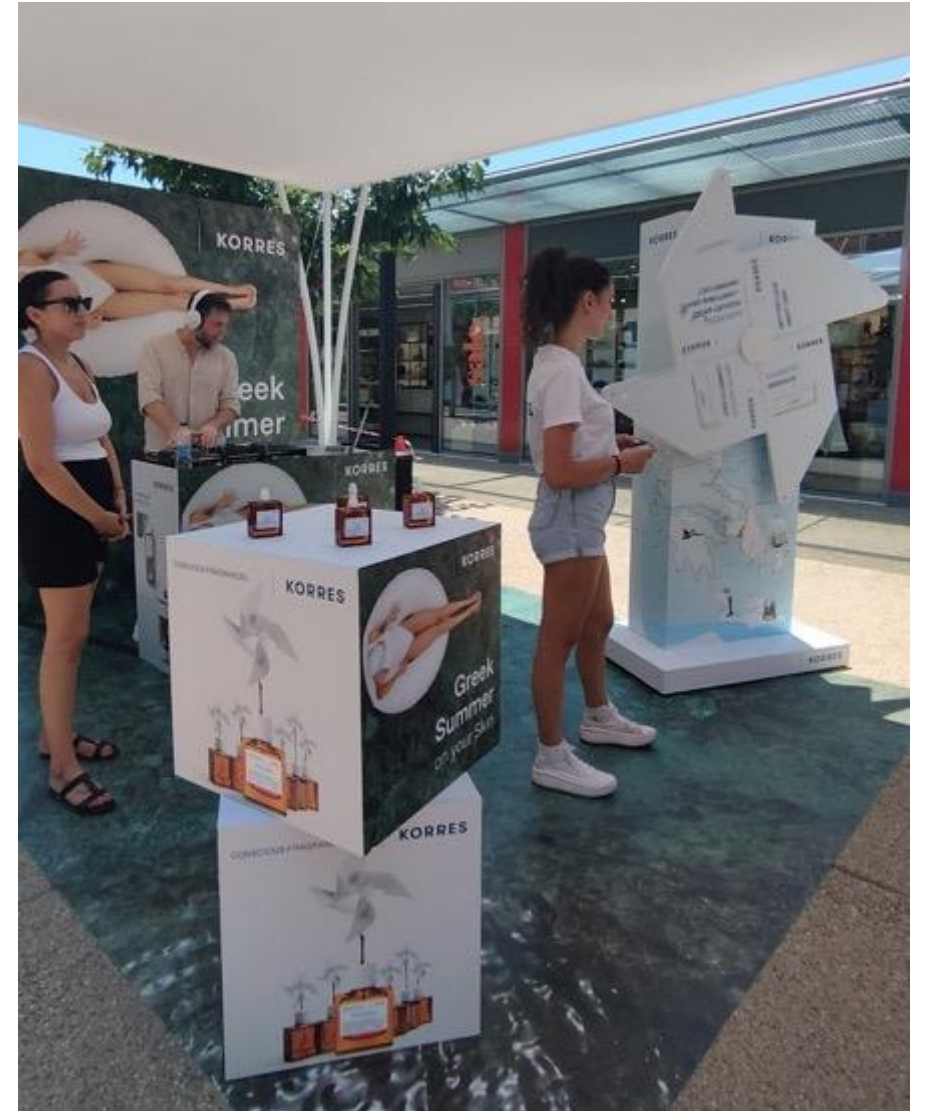
FRANCE



7.6 Pop-up Events Around the world



GREECE



FRANCE



GREECE



GREECE



POLAND





9.0 KORRES BOUTIQUES
AROUND THE WORLD

KORRES BOUTIQUES: We turn brand pillars into store materials

Greece



Nature



Research



Apothecary



KORRES Boutiques Around the World

GREECE_#5

Athens, Ermou
Athens International Airport
Mykonos Airport
The Mall Athens
Thessaloniki, Cosmos

CYPRUS_#2

FRANCE_#2

Le Marais
Sorbonne

NEW YORK_#1

Nolita

PHILIPPINES_#1



USA, New York_Nolita Store



France, Paris_Le Marais Store



France, Paris_La Sorbonne





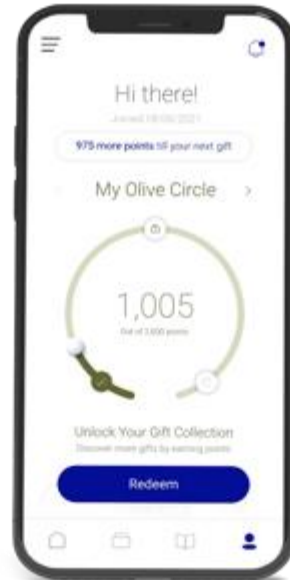
10.0 KORRES DIGITAL

KORRES.com:

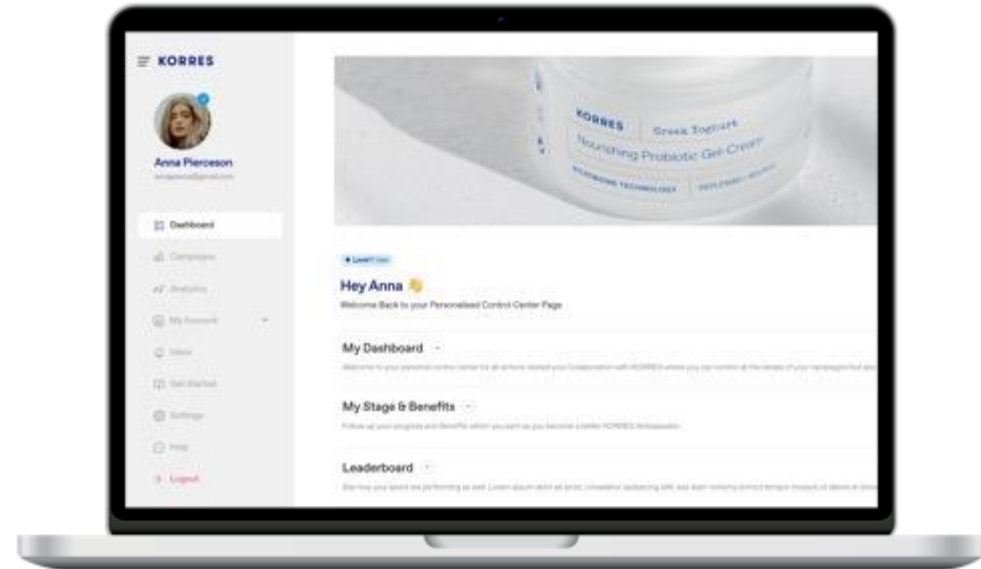
A Digital Eco-system - Website + App



KORRES Website



KORRES Loyalty

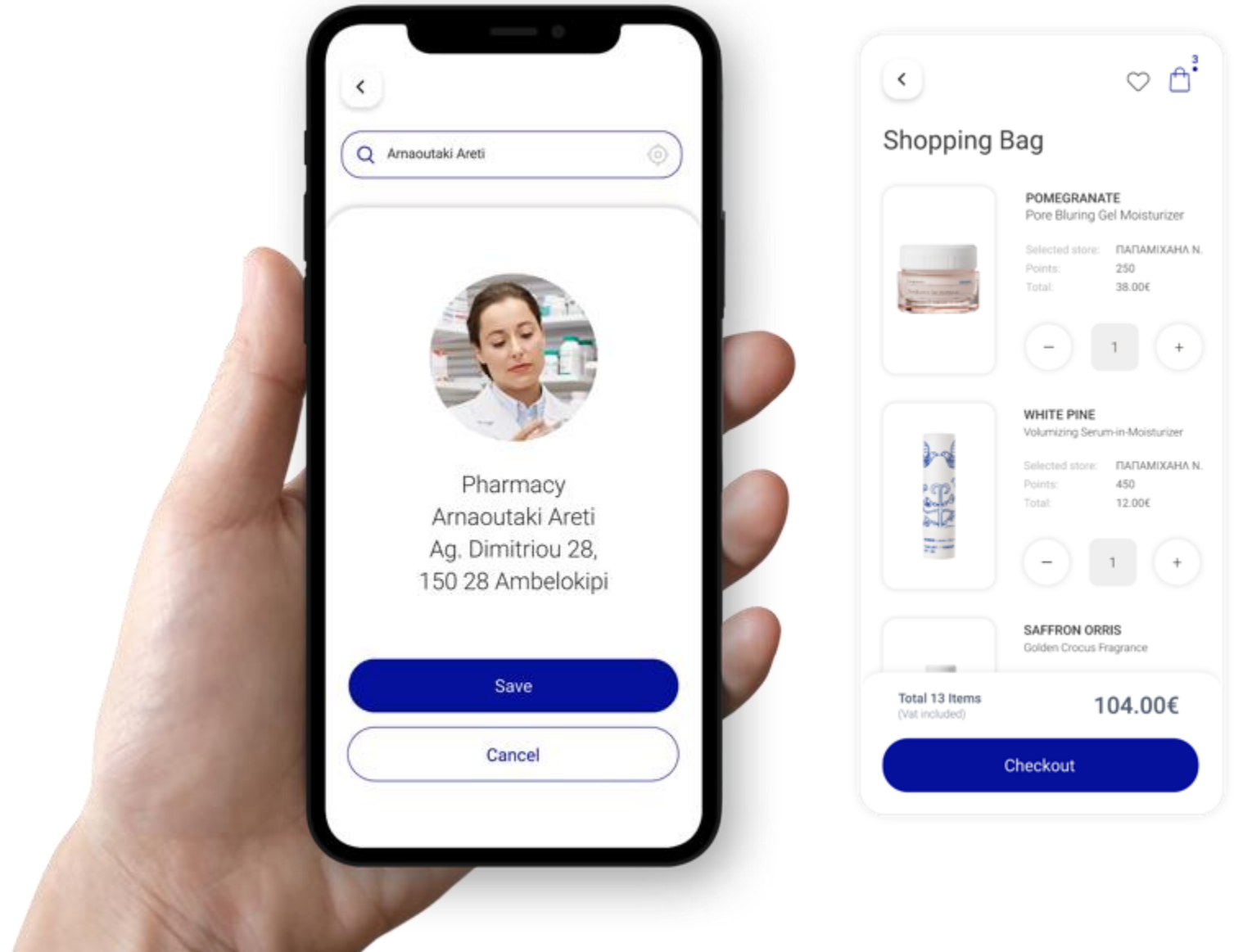


**KORRES Marketplace (GR) –
NEW! Affiliate platform (USA & GR)**

More than 1M visitors every month!

INNOVATION: B2B2C Model

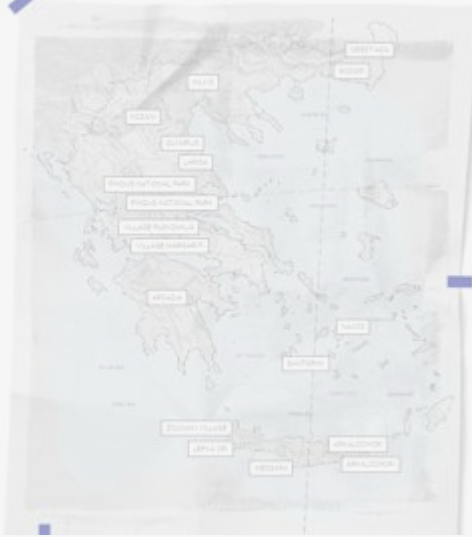
- ✓ **Marketplace Launched**
1,5 years ago
- ✓ **Korres 1st Loyalty programme**
- ✓ **Truly Omni-channel**
- ✓ **FREE E-shop for our most precious revenue stream the GR PHARMACIST**



GLOBAL ONLINE CHANNELS

KORRES.COM

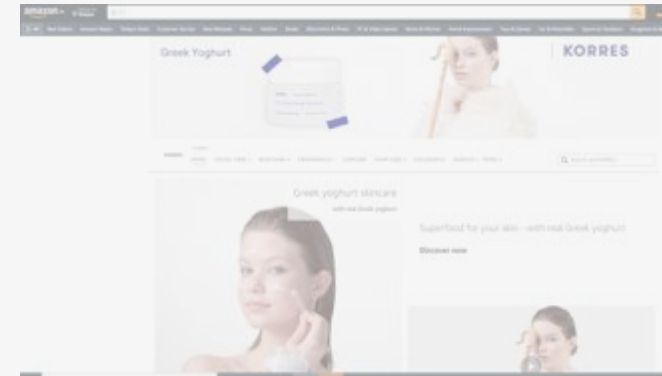
Gorgos & Lena Greece Full Circle My Circle



eRetailers.com



eMarketplaces.com



PERFECT DIGITAL LAUNCH

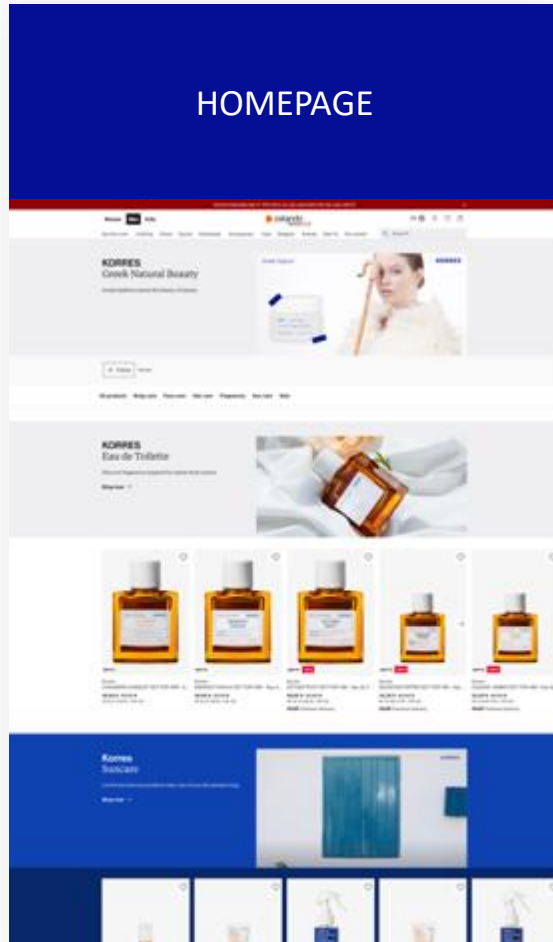
E-RETAILERS ONSITE & OFFSITE BRAND ACTIVATION

BRAND PRESENTATION & VISIBILITY

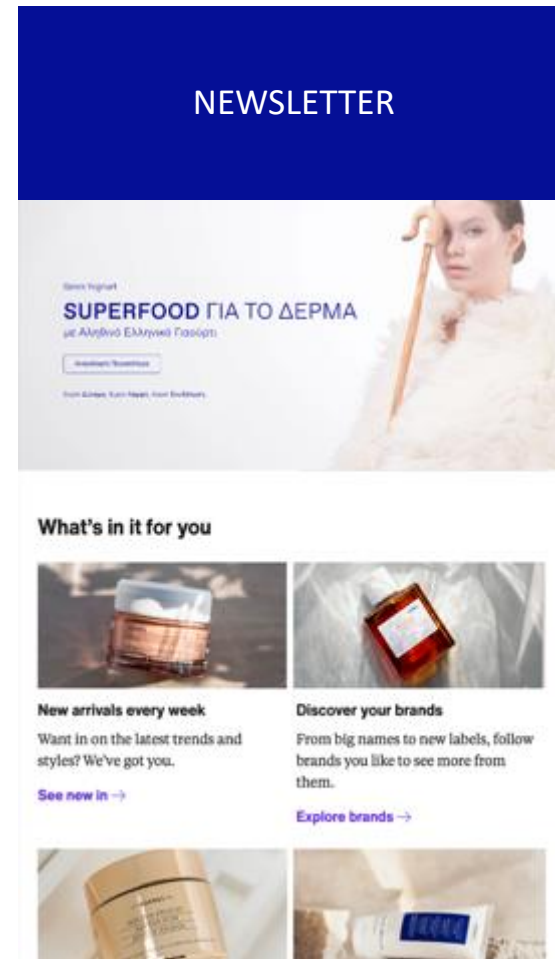
BRAND CAMPAIGNS

ENSURING PERFECT DIGITAL LAUNCH

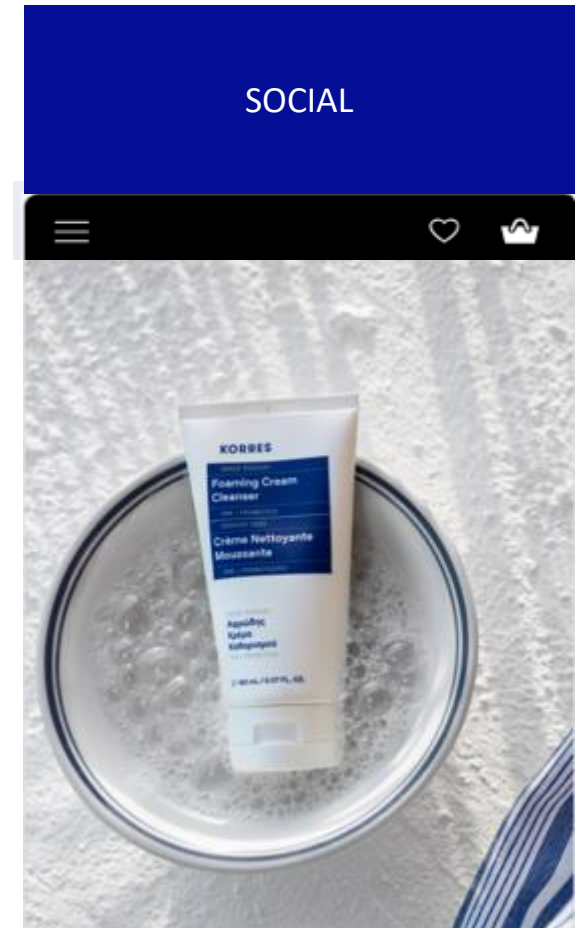
HOMEPAGE



NEWSLETTER



SOCIAL



PERFECT DIGITAL LAUNCH

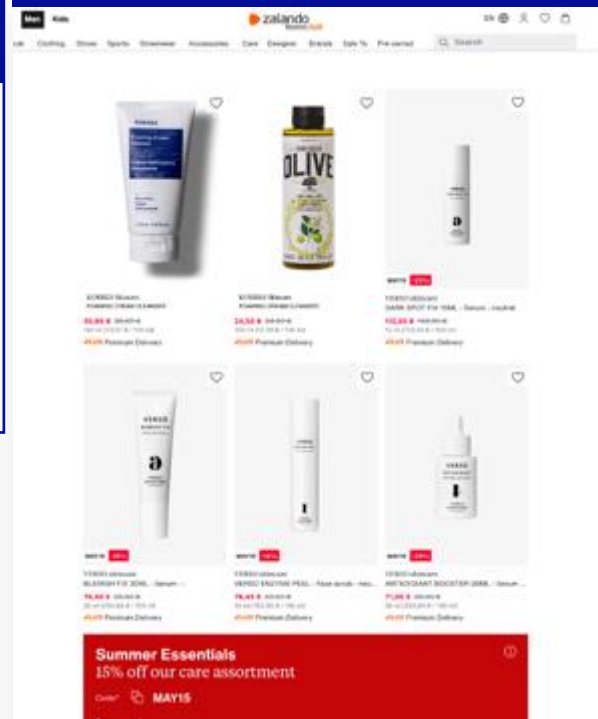
E-RETAILERS 365 DAYS – 24/7

BRAND PRESENTATION & VISIBILITY

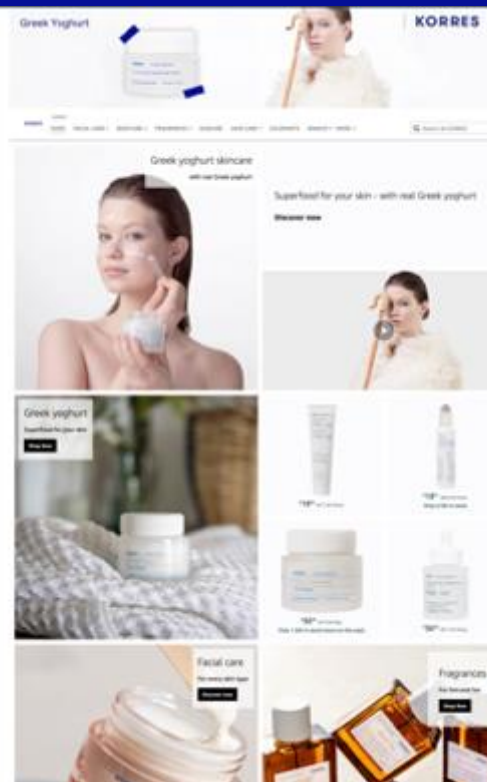
ALWAYS ON

IMPROVING OUR BRAND VISIBILITY FOR FOCUS PRODUCTS - CATEGORIES

DIGITAL SHELF



BRAND COMPLIANCE (SiS)



THE BASICS

Product Listing Page: Share of voice (TOP 10)

Shop In Shop: Brand story telling & Converting landing page-> Co-create with own designers

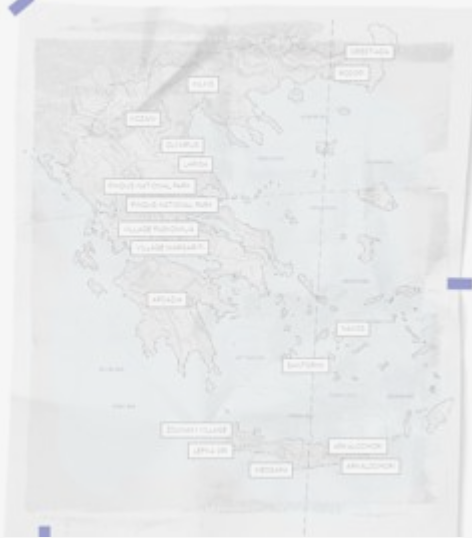
Product Description Page: Rich content brings conversions-> Korres Team Provides content

Search Results : 60% of sales start via search -> Korres provide keywords list

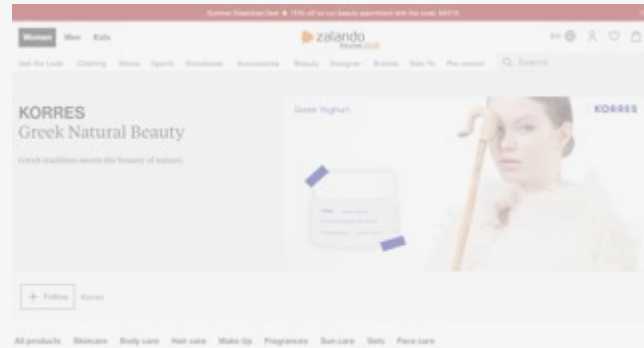
GLOBAL ONLINE CHANNELS

KORRES.COM

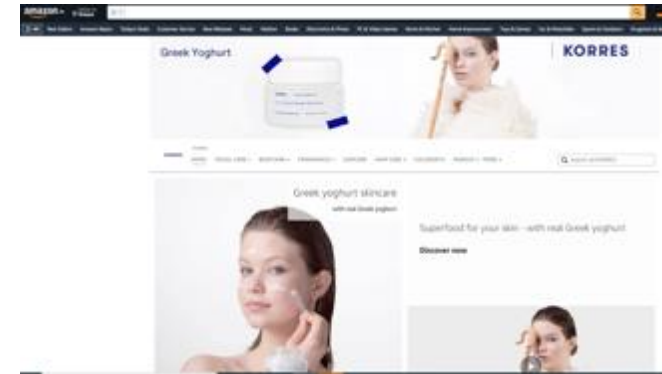
Gorgos & Lena Greece Full Circle My Circle



eRetailers.com



eMarketplaces.com



eMarketplaces

Landscape

- Amazon is the biggest Global Player – Volume driver
- Korres has presence in USA, DE, UK, FR
- Different Operational Models between our countries: Vendor 1P - Seller 3P as in different maturity levels.

Priorities

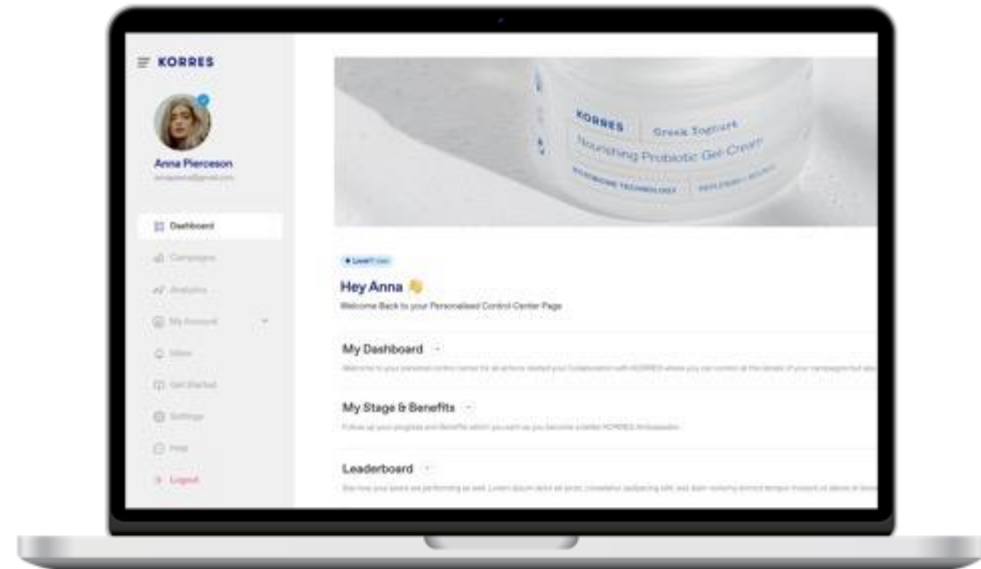
- **EU: Amazon Transition to PAN- EU Vendor Model** to align price catalogues & Grow in more countries.
- **USA: Amazon Transition** from 1P to 3P to boost profitability
- **PnL Focus** – not only grow the topline
- **Protect Profitability of the markets (Amazon, Notino, Zalando)**



11. KORRES LOYALTY

KORRES.com:

One Loyalty in 2 Operating Models D2C + B2B2C

**KORRES Website****KORRES Loyalty****KORRES Marketplace (GR) –
NEW! Affiliate platform (USA & GR)**

More than 1M visitors every month!