



APIVITA

NATURAL BEAUTY CARE

BORN OF BEES IN GREEK NATURE
RAISED BY SCIENCE





NATURAL BEAUTY CARE

Founded in Athens in 1979 by two pharmacists, Nikos and Niki Koutsiana, APIVITA, (the "Life of the bee") is a responsible organisation that offers effective natural beauty solutions for the face, body and hair, derived from super potent bee products and the powerful Greek flora.

BORN OF BEES IN GREEK NATURE

In the heart of the Mediterranean, the Greek terroir offers exceptional biodiversity that has been shaped and sustained for millions of years by the pollination of the orderly and prolific bee community.

There, nature is endowed with infinite resilient properties. Indeed, to survive in this southern land, the native vegetation develops high concentrations of bioactive molecules that boost resistance, promote regeneration and deliver unrivalled biological value. Concurrently,

this preserved and empowered ecosystem offers the indigenous honeybee microcosm a unique pristine haven in which to generate the purest active nectars recognized as some of the world's most effective protecting, rebalancing and rejuvenating substances.

RAISED BY SCIENCE

Complying with sustainable materials sourcing, mastering the safest extraction processes and following the most transparent traceability, APIVITA applies cutting-edge green cosmetology methods to create up to 100% natural compositions with proven effectiveness.

POLLINATE BEAUTY

Pioneering for 40 years the blending of propolis, honey, beeswax and royal jelly, with plant extracts and organic essential oils, APIVITA captures and embodies its expertise, passion and commitment in each of its product, unleashing true beauty to the world.

CLEAN TO THE SKIN AND CLEAN TO THE ENVIRONMENT.

HIGHLY NATURAL

- 85% to 100% of Natural Ingredients

CLEAN AND SAFE

- NO forbidden or controversial ingredient
- Minimalist formulation
- Systematic safety evaluation
- Non comedogenic / hypoallergenic

SUSTAINABLE & TRANSPARENT

- Local & traceable sourcing
- Respectful, reproducible and low footprint cultivation and harvest
- Total transparency in communication

QUALITY & EFFICACY

- Absolute quality and control of raw materials
- Proven efficacy of ingredients and finish products
- Cutting edge green cosmetology ingredients & expertise

GREEN COMMITMENT

- **ECO FRIENDLY:** Recyclable & recycled packaging; Respectful & sustainable production process
- **ENVIRONMENT:** Green integrated factory (energy, water, waste, climate impact)
- **ETHICS:** local employment, cruelty free
- **ENGAGEMENT:** bees and nature



FACE CARE - CLEANSING



Cleansing Foam Face & Eyes

Cleansing and nourishing care

Foam with olive, lavender & propolis that effectively cleanses the face and eyes without causing dryness. Removes make-up and impurities and provides antioxidant protection.

FACE

All skin types

6.76 fl.oz. bottle | \$18



Purifying Gel

Mild antiseptic cleanser

Purifying gel with lime & propolis that cleanses deeply and helps balance oiliness leaving skin mat, fresh and clean. Provides mild antiseptic action and revitalizes thanks to its fresh fruity scent with herbal notes.

FACE

All skin types

6.76 fl.oz. bottle | \$18



3 in 1 Cleansing Milk

3 in 1 care: cleanser, moisturizer, make-up remover

Gentle cleansing milk with chamomile and honey that removes make-up and impurities from the face and eyes, while toning the skin with olive oil and propolis. Leaves skin soft & comfortable.

FACE

All skin types

6.76 fl.oz. bottle | \$18



Eye Make-up Remover

Gentle cleansing care for sensitive zones

Soothing cleansing milk for removing even waterproof make-up with linden and honey. Hydrates the area around the eyes with Greek thyme honey and panthenol. Suitable for contact lenses users.

FACE

All skin types

3.38 fl.oz. bottle | \$16



Micellar Water

Soft make-up and impurities remover

Anti-pollution infusion, rich in antioxidant ingredients that protect against environmental aggressors (dust, pollutants, smoke etc). It Enhances and restores the skin barrier.

FACE

All skin types

10.1 fl.oz. bottle | \$18



Black Detox Cleansing Jelly

Purifying care that enhances and restores the skin barrier

Black detox cleansing gel with activated charcoal and propolis to effectively cleansing the face and eyes without causing dryness. Attracts make-up and impurities and detoxifies the skin. Offers extra anti-pollution action with rosehip infusion.

FACE

All skin types

5.07 fl.oz. tube | \$16

FACE CARE - AQUA BEELICIOUS



Oil-Free Hydrating Gel-Cream Light Texture

Optimum hydration and long-lasting matte effect

Lightweight gel-cream that rebalances skin oiliness, offering a matte complexion. Provides continuous hydration and antioxidant protection. Revitalizes the skin with rose essential oil.

FACE

Oily to combination skin

1.35 fl.oz. tube | \$28



Comfort Hydrating Cream Rich Texture

Instant, long lasting hydration

Face cream with velvety texture, expertly formulated with iris, wild rose and honey, all super-hydrating ingredients to replenish immediately skin's moisture reserves and leave it soft and nourished. Ideal base for make-up.

FACE

Normal to dry skin

1.35 fl.oz. tube | \$28



5-Action Eye Serum

Regenerating eye contour cocktail. Antioxidant, photo-protective and moisturizing properties.

A white lily serum specially designed to provide intensive care to the sensitive area around the eyes. Reduces dark circles and the signs of fatigue and diminishes the sagging of the upper eyelid. With copper complex, it minimizes fine lines & wrinkles and improves the elasticity and firmness of the skin.

FACE

All skin types

0.51 fl.oz. bottle | \$45



Cooling Hydrating Eye Gel

Hydrates and helps to soothe the eye contour

With its cooling roll-on applicator, this gel offers instant, long-lasting hydration and revitalizes the area around the eyes. Reduces the appearance of dark circles & signs of fatigue with active ingredients from green tea.

FACE

All skin types

0.51 fl.oz. tube | \$25



Refreshing Hydrating Booster

Moisturizing booster concentrate

Offers a burst of long-lasting hydration and freshness, even in extreme environmental conditions (before and after sun exposure, cold, wind) with flowers extract, honey, aloe and hyaluronic acid. Rebalances and soothes the skin with imperfections. Fortifies the skin against environmental aggressors, providing a healthier and more balanced skin.

FACE

All skin types

1.01 fl.oz. bottle | \$32

FACE CARE - EYES

FACE CARE - WINE ELIXIR

Wrinkle & Firmness Lift Cream Light Texture

Silky texture rejuvenating care

Reduces the appearance of wrinkles, while offering a firmer-looking skin and lifted contours thanks to Santorini vine polyphenols. Enhances the density and the elasticity of the skin with mastic and moisturizes thanks to hyaluronic acid, shea butter, olive oil and grape seed oil.

FACE

Normal to combination skin

1.73 oz. jar | \$48



Wrinkle & Firmness Lift Serum

Smoothing care, fills in, plumps up

Intensive care serum that penetrates deeper to the skin and reduces the appearance of wrinkles, while offering a firmer-looking skin and lifted contours thanks to Santorini vine polyphenols. It enhances the density and the elasticity of the skin with mastic.

FACE

All skin types

1.01 fl.oz. bottle | \$52



Wrinkle & Firmness Lift Cream Rich Texture

Rich texture nourishing and revitalizing care

This velvety cream reactivates skin youth in the most effective way thanks to polyphenols. Reduces the appearance of wrinkles and gives a bright and toned look, while lifting and contouring the skin. Improves the density, elasticity and moisture of the skin.

FACE

Normal to dry skin

1.75 oz. jar | \$48



Wrinkle Lift Eye & Lip Cream

Anti-aging care for sensitive zones

Helps reduce the dark circles and the signs of fatigue thanks to acacia. Enhances the density and the elasticity of the skin and moisturizes thanks to hyaluronic acid, shea butter, olive oil and grape stone oil.

FACE

All skin types

0.54 fl.oz. bottle | \$42



Renewing Lift Night Cream

Intense nighttime nourishment care

Reveals a renewed and younger-looking skin by the morning. Reduces the appearance of wrinkles, offers a firmer-looking skin and enhances skin renewal. Contains hyaluronic acid and Santorini vine polyphenols.

FACE

All skin types

1.74 oz. jar | \$48



Replenishing Firming Face Oil

Corrective care for established wrinkles

A unique combination of lightweight oils and essential oils enriched with powerful anti-aging molecules. This miraculous oil reduces the appearance of wrinkles, while enhancing skin's firmness and elasticity. Moisturizes, nourishes and replenishes the skin.

FACE

All skin types

1.01 fl.oz. bottle | \$46



FACE CARE - QUEEN BEE

Holistic Age Defense Cream Light Texture

Daily care for mature skin, silky texture

Greek Royal Jelly speeds up skin regeneration, smooths wrinkles and increases skin elasticity and vigor. Better defines facial contour and prevents the appearance of dark spots and redness. Cistus extract and hyaluronic acid enhance the natural defense and hydration levels of the skin.

FACE

Normal to combination skin

1.69 fl.oz. jar | \$95



Holistic Age Defense Cream Rich Texture

Daily care for mature skin, velvety texture

Contains cistus extract and hyaluronic acid that enhance the natural defense and hydration levels of the skin. After regular use, the skin is plumped, smoothed and toned. The face contours are redefined and the skin is more elastic. With Greek Royal Jelly.

FACE

Dry skin

1.69 fl.oz. jar | \$95



Holistic Age Defense Night Cream

Renovative care for radiance

Skin damage repair cream to be applied at night when cell turnover increases. With Greek royal jelly, cistus extract and hyaluronic acid. Favors skin renewal and leaves it even, hydrated, bright and toned.

FACE

All skin types

1.69 fl.oz. jar | \$95



Holistic Age Defense Eye Cream

Anti-aging, firming & restoring eye cream

Specially formulated cream for the delicate eye area which reduces wrinkles, fatigue signs and dark circles while offering a more radiant and relaxed look. Contains Greek Royal Jelly, cistus extract and hyaluronic acid.

FACE

All skin types

0.51 fl.oz. bottle | \$65



Holistic Age Defense Serum

High performance fluid serum with enhanced formula

Greek Royal Jelly speeds up skin regeneration. High performance serum with enhanced formula. Lupine extract stimulates collagen production, improves skin elasticity and contributes to facial contour lifting. Cistus extract and hyaluronic acid enhance the natural defense and hydration levels of skin.

FACE

All skin types

1.01 fl.oz. bottle | \$110



EXPRESS BEAUTY

Face Scrub with Olive, Deep Exfoliation

Deep exfoliating face scrub

With finely ground olive seeds, this mask gently removes dead cells. Organic olive oil and grape oil provide a unique sensation of rejuvenation and softness.

FACE
Oily to combination skin
12 x 0.27 fl.oz. sachets | \$29

Face Mask with Aloe, Moisturizing & Refreshing

Fresh moisturizing care

Quenches the thirsty skin and recovers its hydration thanks to aloe, hyaluronic acid and rose extract. Improves the skin's elasticity by giving it a soft and smooth texture.

FACE
All skin types
12 x 0.27 fl.oz. sachets | \$29

Face Mask with Orange, Radiance

Energizing, vitamin care

Instantly smooths the skin's microrelief and recovers its natural radiance thanks to orange stem cells and vitamin C. Invigorates and rejuvenates with orange essential oil.

FACE
All skin types
12 x 0.27 fl.oz. sachets | \$29

Hair Mask with Hyaluronic Acid, Moisturizing

Ideal hair repair treatment

Offers intensive, in-depth hydration thanks to hyaluronic acid, organic aloe, thyme honey and oat proteins that restore moisture levels in the interior of the hair. At the same time, organic jojoba and olive oils enrich hair with valuable lipids, while repairs hair and offers excellent smoothness.

HAIR
All hair types
6 x 0.68 fl.oz. sachets | \$24

Face Mask with Propolis, Purifying for oily skin

Purifying care

Face mask with propolis that cleanses and balances in depth skin prone to acne. Vitamin E and panthenol soften the skin.

FACE
Oily to combination skin
12 x 0.27 fl.oz. sachets | \$29

Face Mask with Cucumber, Intensive Moisturization

Immediate freshness and moisturization care

Cucumber, aloe, hyaluronic acid and Greek thyme honey moisturize in depth, refresh the skin and nourish it deeply.

FACE
All skin types
12 x 0.27 fl.oz. sachets | \$29

Face Mask with Grape, Line Smoothing & Firming

Youth infusion, correcting care

Offers an instant antioxidant and antiaging effect to the skin. Helps to smooth the appearance of wrinkles and contributes to the skin's firmness. Also, regenerates the mature skin thanks to patchouli essential oil.

FACE
All skin types
12 x 0.27 fl.oz. sachets | \$29

Face Mask with Green Clay, Deep Cleansing

Detoxifying care

Cleanses skin pores in depth, removing excess sebum and eliminating blackheads. Leaves the skin softer and more radiant thanks to the aloe, chamomile and wheat proteins.

FACE
Oily to combination skin
12 x 0.27 fl.oz. sachets | \$29

Face Mask with Honey, Moisturizing & Nourishing

Intensive smoothing care

Energizes the skin, improving texture and elasticity. Greek thyme honey moisturizes and nourishes deeply. Jojoba oil, avocado, shea butter and vitamin E soften and awaken.

FACE
All skin types
12 x 0.27 fl.oz. sachets | \$29

Face Mask with Royal Jelly, Firming & Revitalizing

Renovative care for radiance

Firms and rejuvenates, while giving a natural lifting effect. Greek thyme honey, olive oil, shea butter, hyaluronic acid and wheat proteins soften and renew the skin.

FACE
All skin types
12 x 0.27 fl.oz. sachets | \$34

Face Mask with Pink Clay, Gentle Cleansing

Gentle cleansing care

Respects and cleanses even the most sensitive skin. Reduces the appearance of pores while maintaining the skin's natural moisture.

FACE
Sensitive skin
12 x 0.27 fl.oz. sachets | \$29

Face Mask with Prickly Pear, Moisturizing & Soothing

Ensure optimum hydration

Offers a unique experience of deep moisturization while soothing the skin. It alleviates, nourishes and softens even the most sensitive and dehydrated skin types thanks to aloe, shea butter and chamomile.

FACE
All skin types
12 x 0.27 fl.oz. sachets | \$29

Eye Mask with Ginkgo Biloba, Dark Circles & Signs of Fatigue Recovery

Wrinkles-circles-bags, gentle care for sensitive zones

Alleviates and addresses signs of fatigue in the area around the eyes. Reduces dark circles and signs of fatigue. Cucumber and hyaluronic acid moisturize and rejuvenate the sensitive area around the eyes.

EYE AREA
All skin types
12 x 0.07 fl.oz. sachets | \$29

BODY CARE



Royal Honey Creamy Shower Gel with Essential Oils

Thoroughly nourish care

Creamy, rich formula moisturizing shower gel ideal for dry skin, featuring the unique attributes of thyme honey. Gently cleanses the skin without drying, leaving behind a silky sensation.

BODY
Dry skin
16.9 fl.oz. bottle | \$17



Royal Honey Rich Body Cream

Moisturizing and antioxidant action

Rich texture cream for moisturization and nourishment, with the unique attributes of thyme honey. It leaves the skin exceptionally soft with a unique scent.

BODY
Dry skin
5.07 fl.oz. tube | \$15



Tonic Mountain Tea Shower Gel with Essential Oils

Cleansing and toning care

Gently cleanses the skin without dehydrating it and, at the same time, enhances the radiance and health thanks to the propolis extract and its mild antiseptic effect.

BODY
All skin types
16.9 fl.oz. bottle | \$17



Tonic Mountain Tea Moisturizing Body Milk

Toning and revitalizing

Inspired by the principles of aromatherapy, it provides care for the skin leaving it soft and lightly scented. Also, offers protection from oxidative stress thanks to the Greek mountain tea.

BODY
All skin types
6.76 fl.oz. bottle | \$15



Pure Jasmine Shower Gel with Essential Oils

Gentle cleansing

Moisturizing shower gel with aromatherapy inspired essential oils. It gently cleanses the skin without dehydrating, while offering a luxurious sensation of well being thanks to its unique jasmine based scent.

BODY
All skin types
16.9 fl.oz. bottle | \$17



Pure Jasmine Moisturizing Body Milk

Protecting moisturizer

Moisturizing complex consisting of Greek thyme honey and hyaluronic acid that immediately provides intensive hydration, reinforcing the skin's hydrolipidic film. Greek olive oil, almond oil, shea butter and beeswax protect the skin's elasticity, leaving it extremely soft.

BODY
All skin types
6.76 fl.oz. bottle | \$15

INTIMATE CARE



Intimate Daily Gentle Cleansing Gel for the Intimate Area

Menopause and vaginal dryness care

Alleviates irritations and itching, moisturizes and offers a sensation of comfort. Propolis, natural oligosaccharides and natural lipoaminoacids prevent proliferation of pathogenic microorganisms. Lactic acid helps protect the natural flora of the intimate area, while restoring pH levels. GYNECOLOGICALLY TESTED.

BODY
Dry and sensitive skin
10.1 fl.oz. bottle | \$16



Intimate Lady Gentle Foam Cleanser for the Intimate Area

Menopause and vaginal dryness care

Prevents proliferation of pathogenic microorganisms while respecting the flora of the intimate area. It alleviates irritations and itching, moisturizes and offers a sensation of comfort. GYNECOLOGICALLY TESTED.

BODY
Dry and sensitive skin
6.76 fl.oz. bottle | \$14

HAND CREAMS



Hand Cream Moisturizing with Jasmine & Propolis

Maintains natural hydration and moisturizes hands and nails

Moisturizes skin while maintaining hands naturally hydrated thanks to organic aloe vera juice and organic olive oil. Nourishes and strengthens skin and nails. Offers antioxidant protection and leaves hands soft.

HAND
All skin types
1.69 fl.oz. tube | \$10



Hand Cream Intensive Moisturizing with Hyaluronic Acid & Honey

Intensive nourishing hydration

Deeply moisturizes thanks to hyaluronic acid, organic aloe vera juice, organic Greek olive oil and panthenol. Offers antioxidant protection and leaves hands soft and velvety. Rich texture that is easily absorbed.

HAND
Dry skin
1.69 fl.oz. tube | \$10



Hand Cream Dry-Chapped Hands with Hypericum & Beeswax

Hydration restoring care, protecting from premature aging

Repairs dry-chapped hands and heals cracks thanks to organic hypericum extract and organic beeswax. Improves skin texture and relieves immediately from the feeling of discomfort.

HAND
Very dry skin
1.69 fl.oz. tube | \$10

HAIR CARE

Men's Tonic Shampoo

Strengthens hair against hair loss



Increases hair density and strength. Nourishes lifeless hair and helps to regulate sebum, while improving micro-circulation at the roots to support hair growth. Contains Hippophae TC and rosemary.

HAIR
Hair loss
8.45 fl.oz. bottle | \$15

Gentle Daily Shampoo

Sulphate-free hair cleansing



Cleanses and protects the scalp from irritations with its soothing and hydrating properties. Maintains scalp health protecting it from irritations with organic extracts of Greek chamomile and calendula. Makes hair smooth and elastic.

HAIR
All hair types
8.45 fl.oz. bottle | \$13

Hydration Moisturizing Conditioner

Leaves hair light, elastic, shiny and disciplined



With hydrolyzed hyaluronic acid, this shampoo offers immediate moisturizing in-depth without adding weight to the hair. Apishield HS complex prevents breakage and split ends. Enables combing and reduces frizz.

HAIR
All hair types
5.07 fl.oz. tube | \$15

Women's Tonic Shampoo

Effective hair loss care



Enhances hair against hair loss thanks to Hippophae TC and laurel. Invigorates and revitalizes hair roots with various tonic ingredients: 4 vitamins, wheat and lupin proteins, ginseng, cinchona, thyme and lavender extracts.

HAIR
Hair loss
8.45 fl.oz. bottle | \$15

Shine & Revitalizing Shampoo

5 vitamins revitalizing daily care



Promotes bounce and strength, protects from premature aging and prevents breakage and split ends with its revitalizing formula. Healthy hair is shiny and bright.

HAIR
All hair types
8.45 fl.oz. bottle | \$15

Color Protect Shampoo

Maintains & prolongs the radiance and vividness of the color



Maintains hair color while protecting it from sun radiation, the adverse effects of the environment and the damage caused by styling products. It also improves hair texture and restores smoothness.

HAIR
Colored hair
5.07 fl.oz. bottle | \$15

Oily Roots and Dry Ends Shampoo

Oiliness balance care



Maintains hair's natural hydration, for beautiful, healthy hair. It also treats and moisturizes dry ends and protects from split ends with honey, hydrolyzed wheat protein and panthenol. Leaves hair smooth and increases volume.

HAIR
Oily roots and dry ends
8.45 fl.oz. bottle | \$15

Hydration Moisturizing Shampoo

Moisturizing shampoo



Hydrates intensively by restoring humidity levels inside the hair, with hyaluronic acid, aloe and oat vitamins. Prevents split ends, protects from external effects (pollution and styling). Leaves hair light and smooth.

HAIR
All hair types
8.45 fl.oz. bottle | \$15

Color Protect Leave In Conditioner

Maintains & prolongs the radiance and vividness of the color



Light texture formula that extends and highlights the color of the hair. Protects from fading thanks to sunflower and 4 vitamins. Moisturize hair without adding weight and reconstructs damaged from repeated dying hair.

HAIR
Colored hair
5.07 fl.oz. bottle | \$18

LIP CARE

Lipcare Propolis

Moisturizing care



With propolis oil, it offers antiseptic and restorative care to the lips. Softens and boosts the natural color of the lips.

LIPS
0.16 oz. stick | \$8

Lipcare Chamomile

Protective and nourishing care



Offers intensive moisturization, immediate relief, softness and protection from the sun. Unisex.

LIPS
0.16 oz. stick | \$8

Lipcare Cocoa Butter

Moisturizing care



Leaves a natural, shiny pink-red color on the lips. Formulated with olive oil, beeswax, cocoa butter, shea butter, castor oil and jojoba esters, it moisturizes and softens the lips.

LIPS
0.16 oz. stick | \$8

Lipcare Black Currant

Offers moisturization and a hint of "Bordeaux" color on the lips



Prevents dry lips and irritations, has an antioxidant effect and is effective against free radicals.

LIPS
0.16 oz. stick | \$8

Lipcare Pomegranate

Thoroughly nourishing care



With organic pomegranate oil, known for its strong antioxidant effect.

LIPS
0.16 oz. stick | \$8

Lipcare Bee Princess

Moisturizing care for delicate skin



Moisturizes and soothes the lips with apricot, honey and bisabolol. Ideal for girls over 2 years old.

LIPS
0.16 oz. stick | \$8



POLLINATE BEAUTY

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