

EST. **KORRES** 1996

39

CORNUS  
ALTERNIFOL.  
CROTALUS  
CASCABELLA

OMIOLOGHIA  
K O P P E

ACETICUM

OPUNTIA  
LANCEOLATA

OPUNTIA  
LANCEOLATA

OPUNTIA  
LANCEOLATA

ERYTHRAEA

ERYTHRAEA

ERODICTION

ERODICTION

ERODICTION

ERODICTION

ERODICTION

ERODICTION  
GLUTINOSUM  
EUPHORBIA  
LATHYRIS

OMIOLOGHIA  
K O P P E

ERODICTION

ERODICTION

44

ERODICTION

ERODICTION

ERODICTION





EST. **KORRES** 1996

# Today the company sells globally

/ Distribution in 30 countries

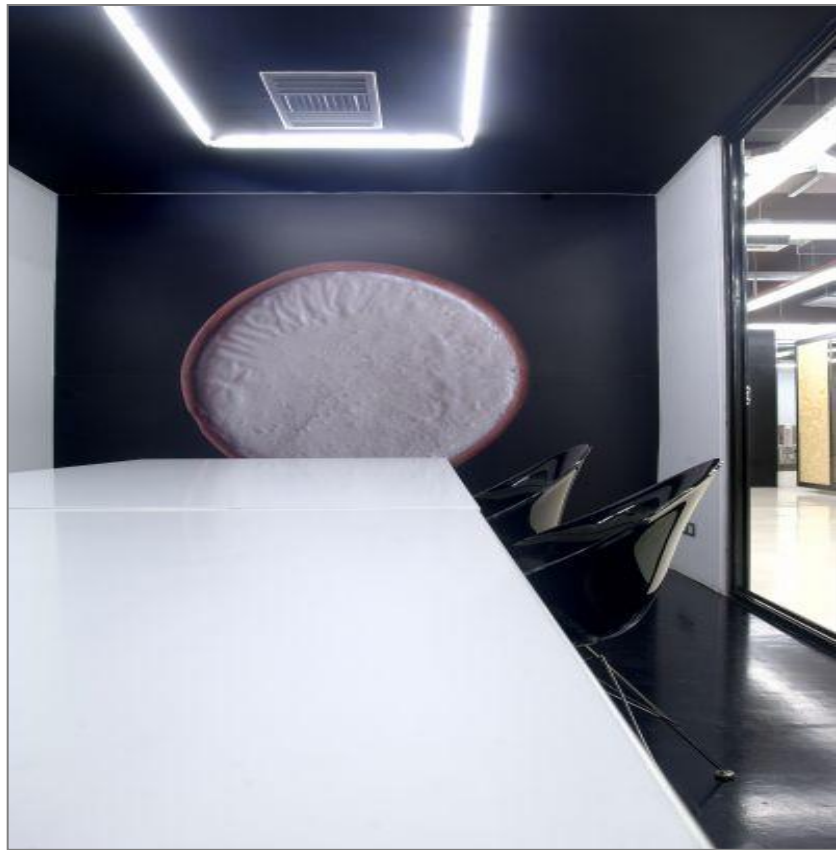
/ 18 stores in the cities of Athens, Paris, Madrid, Helsinki, Dubai, St.Petersburg, Prague, Barcelona and Singapore amongst others.

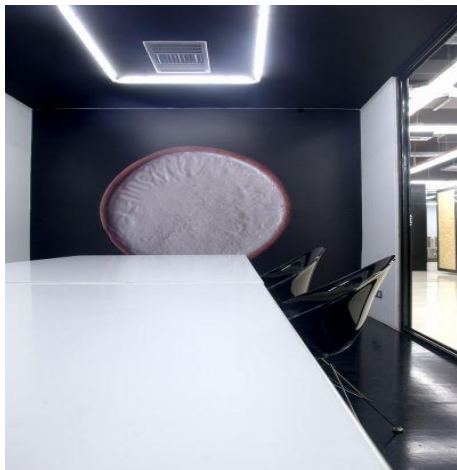
/ In the Greek market products are distributed through >6,500 Pharmacies.

- Manufacturing site 50 km outside Athens
- In house R&D team















EST. **KORRES** 1996

- ✓ Launch into a difficult market
- ✓ How to use R&D primary research
- ✓ Develop products that consumers love, understand and buy

EST. **KORRES** 1996

CASTANEA ARCADIA

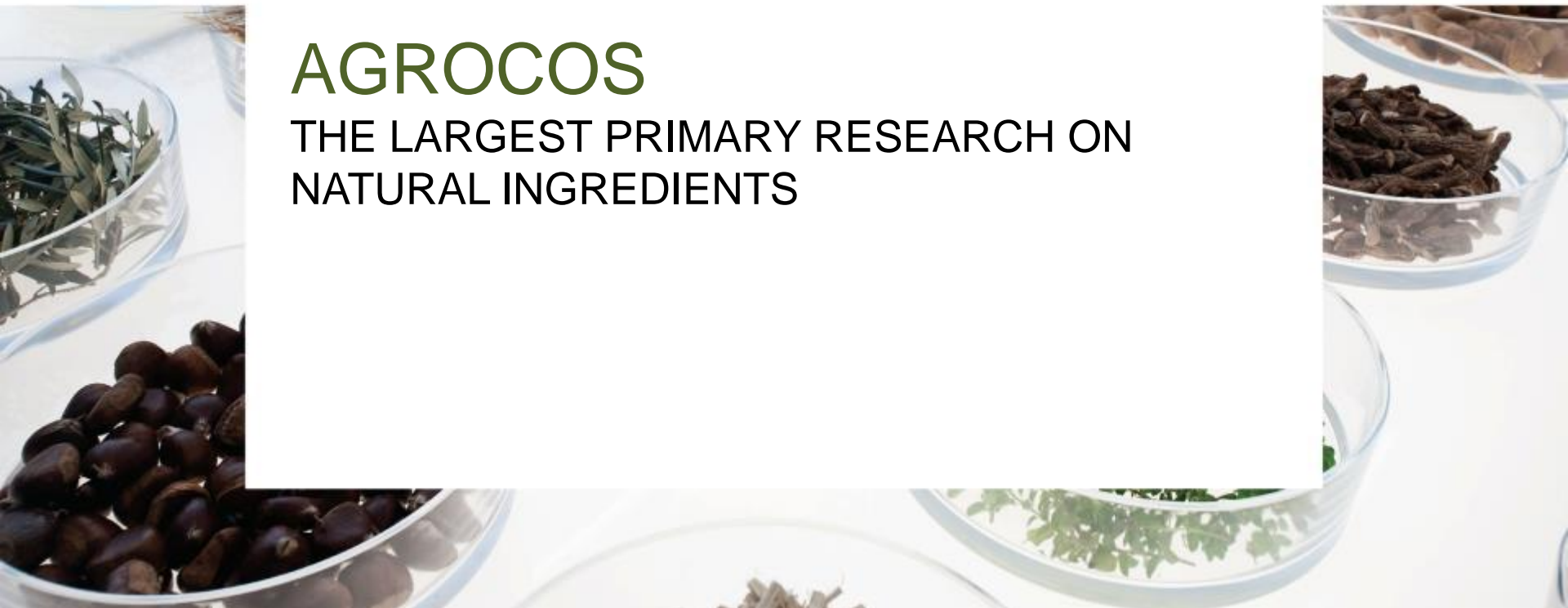






# AGROCOS

THE LARGEST PRIMARY RESEARCH ON  
NATURAL INGREDIENTS



## AGROCOS 2010-2014

FROM BIODIVERSITY TO CHEMODIVERSITY:  
NOVEL PLANT COMPOUNDS WITH  
AGROCHEMICAL & COSMETIC INTEREST



## TOP RATED INITIATIVE

- THE UNIQUE RESEARCH PROPOSAL APPROVED BY THE EUROPEAN SCIENTIFIC COMMITTEE AMONGST 10 PROPOSALS BY A TOTAL OF 106 PARTICIPANTS
- COORDINATOR: ATHENS UNIVERSITY, FACULTY OF PHARMACY, DEPT OF PHARMACOGNOSY



## FACTS

STUDY OF AN UNPRECEDENTED NUMBER OF NATURAL  
INGREDIENTS AROUND THE WORLD

- **COSMETIC ACTION**
  - ANTIOXIDANT ACTION
  - UV PROTECTION
  - WHITENING EFFECT
- **AGROCHEMICAL ACTION**

## 6 GLOBAL HOTSPOTS

- REGIONS OF HIGH BIODIVERSITY
- SUPPORT NATURAL ECOSYSTEMS
- WITH A LARGE NUMBER OF ENDEMIC SPECIES  
THREATENED WITH EXTINCTION
- EU FOCUS/ PROTECTION OF BIODIVERSITY

### 6 GLOBAL HOTSPOTS

▪ GREECE	450 PLANTS
▪ PANAMA	300 PLANTS
▪ NEW CALEDONIA	300 PLANTS
▪ FRENCH GUIANA	300 PLANTS
▪ SOUTH AFRICA	300 PLANTS
▪ MADAGASCAR	150 PLANTS





## FACTS

4

YEARS OF RESEARCH

70

RESEARCHERS

115.000

HOURS IN THE LAB

## FINDINGS / GREEK PLANTS





## FINDINGS / GREEK PLANTS

- **100+ / 960** EXTRACTS OF THE RESEARCH WITH PROVED ANTIOXIDANT PERFORMANCE ARE OF GREEK ORIGIN
- **CASTANEA ARCADIA**  
THE GREEK INGREDIENT AMONG THE TOP NATURAL ANTIOXIDANTS





EST. **KORRES** 1996

CASTANEA ARCADIA

EST. **KORRES** 1996

## CASTANEA ARCADIA

- AGROCOS // THE LARGEST PRIMARY RESEARCH ON NATURAL INGREDIENTS
- KORRES // THE FIRST COMPANY GLOBALLY TO INCORPORATE THE FINDINGS

EST. **KORRES** 1996

## CASTANEA ARCADIA

- A GREEK INGREDIENT AMONG THE TOP NATURAL ANTIOXIDANTS
- HIGH CONCENTRATION IN PHENOLIC SUBSTANCES (TANINES) & TERPENOIDS (LUPEOL)
- ESPECIALLY IN LEAVES

EST. KORRES 1996

CASTANEA ARCADIA

## **THE POWER OF NATURE**

**CASTANEA ARCADIA // TOP ANTIOXIDANT IN  
AGROCOS RESEARCH**

## **THE TARGETED BIOLOGICAL ACTION**

**LUPEOL // THE ACTIVE SUBSTANCE FOUND IN  
CASTANEA LEAVES WITH POWERFUL  
ANTIWRINKLE ACTION**



EST. KORRES 1996

## ACTIVE HALupeol ACTION AT CELLULAR LEVEL

### EXPERIMENTAL DATA #1

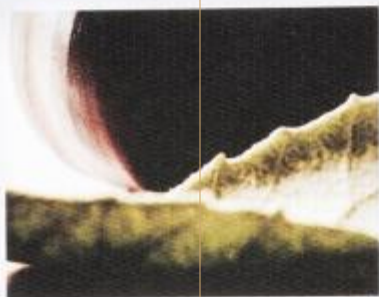
Faculty of Biology / Department of Cell Biology and Biophysics /  
NKUA

### EXPERIMENTAL DATA #2

Institute for Biology / Laboratory of Cell Proliferation and Aging/  
N.C.S.R. "DEMOCRITUS"

EST. **KORRES** 1996

**CASTANEA ARCADIA**  
**GLOBAL INNOVATION**  
**TREATMENT AGAINST WRINKLES IN ALL**  
**DIMENSIONS**



EST. KORRES 1996

ANTIWRINKLE &  
FIRMING  
NIGHT CREAM  
CASTANEA ARCADIA  
All skin types

EST. KORRES 1996

ΑΝΤΙΡΥΤΙΔΙΚΗ &  
ΣΥΣΦΙΓΚΤΙΚΗ  
ΚΡΕΜΑ ΝΥΧΤΑΣ  
CASTANEA ARCADIA  
Όλοι οι τύποι δέρματος



EST. **KORRES** 1996

## CASTANEA ARCADIA

### **IMPACT** CONFIRMED

- PANEL TEST WITH 100% OF WOMEN CONFIRMING PRODUCT EFFICACY
- MORE THAN 2,000,000€ IN 2016
- SIGNIFICANT SHARE INCREASE IN “FACE” CATEGORY, TAKING CONSUMERS FROM MULTINATIONAL BRANDS
- AGROCOS INNOVATION WAS A HIT WITH THE PRESS FOR SCIENCE & BEAUTY





EST. **KORRES** 1996

## CASTANEA ARCADIA

- RESEARCH & INNOVATION
- COLLABORATION WITH ACADEMIA, FARMERS, OTHER COMPANIES
- ACADEMIC SUPPORT
- MARKETING & COMMUNICATION ADVANTAGE
- COMPETITIVE ADVANTAGE TO OTHER COMPANIES CLAIMING NATURALS
- STRENGTHENING INNOVATION PROFILE

