



**Koutsianas Nikolaos**  
**Chairman and Founder of APIVITA S.A.**

Mr. Koutsianas studied Pharmaceutics in Athens University and Business Administration in Athens Economic University.

The business activities of Mr. and Ms. Koutsiana began in their pharmacy in Psychico. In the lab of their pharmacy, Mr. Koutsianas applied phytotherapy, aromatherapy and homeopathy, by creating mixtures made of several herbs for various pharmaceutical uses.

In 1979, they created APIVITA, drawing their inspirations from the self-sufficient society of the bee and its beneficial products, from the Greek Flora, according to Hippocrates holistic approach in beauty.

Mr. Koutsianas was President of the Board of the Hellenic Cosmetics Toiletry and Perfumery Association until February 2005, having been elected 4

consecutive times. Also, he is a founding member of the Greek Ethnopharmacology Society, of the Greek Cosmetology Society and he was also the General Secretary of the Pharmaceutical Association of Attica and Member of the Board of the Panhellenic Pharmaceutical Association.

In 2015, with his wife Niki Koutsiana, he founded SYMBEEOSIS´ a company inspired by Hippocrates´ holistic approach to health (mind/body/soul), the self-ruled bee society and the unique Hellenic flora. Its mission is to offer innovative and organic beekeeping, medicinal and aromatic plants´ (MAP) products and nutritional products of high quality, knowledge/education and services.

He is also the Chairman of the non-profit organization "Hippocrates 2500 years", which aims to transmit the quintessence of Hippocrates´ holistic approach to health and wellbeing. It also ensures the success, development and evolution of Hippocrates Botanical Gardens.