



LENA PHILIPPOU
INNOVATION & NEW PRODUCT DEVELOPMENT DIRECTOR
KORRES NATURAL PRODUCTS

Lena Philippou, a Chemical Engineer and a MBA post-graduate is the co-Founder of KORRES (1996) and played a crucial role in setting & positioning the brand literally from its birth out of Athens' first ever homeopathic pharmacy.

As the Director of Innovation, Lena is involved in the overall product development process - from the concept stage and product brief to formulation, testing, packaging design, claims, positioning & copy-writing. She leads the R&D, NPD (New Product Development) and Regulatory at KORRES.

Her greatest 'beauty' challenge to date was the development of the KORRES yoghurt skincare line which contains yoghurt in its edible form. The development of a stable cosmetic formula preserving all of 'live' yoghurt's benefits was a scientific and innovative achievement as well as a global first for the cosmetics industry.

Lena also serves as a brand spokesperson along with George Korres and has been representing the company at various international exhibitions, consumer and trade fairs as well as media events and in-store appearances. She has been very close to beauty editors and beauty influencers globally for the last 15 years.

Lena was shortlisted by the CEW's (Cosmetic Executive Women) United Kingdom Board for the *Achiever Awards 2007*. CEW's aim is to reflect on some of the women within the cosmetic industry who are leading the way, and to recognise their outstanding accomplishments.

Wallpaper*, the internationally acclaimed design lifestyle magazine for urban modernists and global navigators alike, in its 10th anniversary issue featured Lena & George Korres as two of the world's top 40 influencers under the age of 40.