

Dimitra Katsafadou had one huge love. Chemistry. She studied Chemistry and went on to have a MsC in Inorganic Chemistry. Her business acumen led her to work in sales before launching her own company LA VIE EN ROSE BY DIMITRA KATSAFADOU in 2016.

It all started with a small pot in the kitchen of her home. A few years later, LA VIE EN ROSE had a model manufacturing and packaging workshop in Agia Paraskevi, Attica, which is approved by the EOF, as well as a chain of 40 retail stores in Greece, Cyprus and abroad. The company employs 200 people, including chemists, chemical engineers, production engineers and cosmetologists. The motto of her company is "When the Magic of nature meets the psychology of material." It has been using natural materials and has been awarded for its quality multiple times.

Dimitra Katsafadou, apart from being a young and successful entrepreneur, stands out for her charity work. She produces and distributes the products Long keratin oil and Love yourself for free to people who have gone through difficult situations such as chemotherapy and radiation. In addition, part of the company's revenues are distributed monthly to charitable institutions, such as "Kivotos tou Kosmos", "KEFI", "FLOGA" and also to people who really need it.