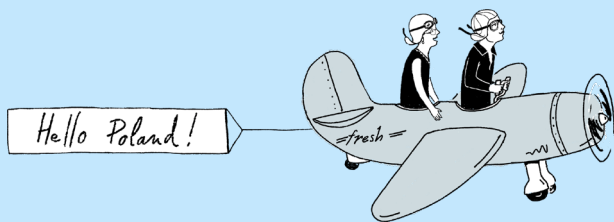


*fresh*  
*arrives in Poland*





In 1991, our founders Lev Glazman and Alina Roytberg saw the need for beauty that was both effective and indulgent. Following their American dream, they opened a small shop in Boston devoted to curating natural products from around the world and engaging their community. With that, *fresh* was born.

The passion and pioneering spirit of our founders has kept the brand innovative and, well, fresh for 28 years. We were the first to use natural ingredients like sugar, soy, and sake in beauty, the first to push them at such high concentrations, and the first to elevate cultural beauty rituals with modern science. What began as a small collection of personal care products has evolved into a full lifestyle line of skincare, lip care, bodycare, and fragrance sold all over the world...and now, in Poland.

Lev likes to say *fresh* creates products people don't know they need—and then can't live without. It's a journey in every jar...