

Athens, September 16th 2024

AVA supports those who are affected by Dementia in Honor of World Alzheimer's Day

"**Even if you forget, we remember you**" is the key message of the campaign launched by [AVA](#), a brand of Sarantis Group, aiming to bring dementia and the very serious Alzheimer's disease in the spotlight, supporting the cause of Athen's Alzheimer Association. Through the new series "Grandma's Secrets," introduced in 2023 and associated with heritage and care, according to consumers, the brand aims to demonstrate its social sensitivity by supporting people who suffer from dementia.

To this end, **AVA** is partnering with selected supermarket chains, where a portion of the proceeds from every purchase of **AVA** liquid dish detergent will be donated to Athen's Alzheimer Association to support their important work. In addition to financial support, **AVA** is contributing to the effort to spread awareness and prevention messages, helping to increase public awareness about Alzheimer's.

In Greece, approximately 600,000 people suffer from some form of dementia, with Alzheimer's being the most common. When we also consider the family members who take on the role of caregivers, this number exceeds 1.5 million. With the support of the Athen's Alzheimer Association, patients and their families can receive information, medical diagnosis, and improve their quality of life through the Association's programs and Day Care Centers. Additionally, psychological support and training are provided to caregivers to help them better meet the demands of caregiving.

Sarantis Group is a leading multinational company with a strong presence in 13 countries. With 60 years of experience, the Group offers a wide range of high-quality products that meet everyday needs, including Personal Care & Grooming, Home Care, Health & Wellness, and Selective Distribution Cosmetics. Through continuous innovation and a commitment to quality, the Sarantis Group has built a strong relationship of trust with its consumers, with brands such as AVA holding a distinguished position in the market.

AVA and Sarantis Group remain committed to sustainability and supporting the communities where they operate. Through our initiatives, we aim to empower local communities by creating conditions that foster well-being and solidarity. Our commitment is to continue offering products that not only meet the needs of our consumers but also contribute to creating a better future for next generations.

About Sarantis Group

Based in Athens and having a history of 60 years in the industry, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's business is focused on the categories of Beauty & Skin Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high quality brands that are top in consumers' preferences. With a strong activity in thirteen countries organized in 8 business units – Greece (including Portugal and selected international markets), Poland, Romania, Bulgaria, West Balkans, Czech Republic & Slovakia, Ukraine, Hungary – the Group maintains its dynamic international presence and its remarkable distribution network in more than 50 countries around the world.