

Athens, October 14th 2024

Sarantis Group: Pharmacy Company of the Year and Nine Awards for Lanes, Clinéa & PIC at the Best in Pharmacy Awards 2024

Sarantis Group has once again confirmed its strong presence in the pharmaceutical market by winning nine significant awards at the **Best in Pharmacy Awards 2024**. Organized for the 7th consecutive year in Greece by BOUSSIAS Events, these awards recognize outstanding performance in pharmacy products, creativity, and strategic marketing practices that promote these products in the market. In this context, [Lanes](#), [Clinéa](#), and [PIC](#) stood out with their respective distinctions, highlighting the quality and innovation of their products. The evening culminated with the presentation of the year's top honors, the Grand Awards, where Sarantis Group was named "Pharmacy Company of the Year." The Group's products were recognized for their unique qualities, with each one earning praise for its exceptional characteristics:

Clinéa, the **first refillable skincare brand**, has been honored with **Platinum** and **Gold** awards in the "**Best Green Policy**" category. By combining science with nature, the brand offers safe and effective products that respect the environment, featuring eco-friendly and refillable packaging, reinforcing its commitment to sustainability.

Additionally, the brand was honored with **Gold** and **Bronze** awards in the "**Best Advertising/Promotional Campaign in Pharmacy**" category. The promotional plan, which included support from beauty advisors, stood out for its innovation and unique approach.

Clinéa also received a second Platinum & Gold award for the "**Best Pharmacy Product Training Program**." Through its innovative educational program, which offers over 250 hours of training and targets more than 500 professional pharmacists, the brand invests in knowledge and expertise, enhancing the skills and capabilities of its partners.

The **Silver** award for "**Best Facial Care Product**" was another significant distinction for **Clinéa**, which won with the Bio Retinol Reset Serum, confirming the brand's excellence in clean beauty facial care.

Lanes was awarded a **Silver** prize in the "**Best Prevention Product**" category for its Lanes Defense Booster. This innovative effervescent dietary supplement features a dual-layer formula containing 15 carefully selected ingredients. With high levels of vitamins C and D3, it strengthens the immune system while also providing antioxidant protection.

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.

Finally, **PIC** won the **Gold** award in the "**Best Measurement Product/Diagnostic Device**" category for its Easy Rapid blood pressure monitor. This device offers quick and accurate blood pressure measurements, designed for maximum comfort.

Innovation and **quality** are the driving forces behind the Group's vision to offer beloved and trusted brands that meet consumers' needs. At the same time, we provide value to our business partners—Greek pharmacists and pharmacies—through the categories in which we operate. In addition to our products, the services we offer in the pharmacy sector are a **central pillar of our strategy**, strengthening our collaboration with pharmacists. **Product** and **service** development is a key focus of our business planning, with the goal of delivering solutions that make a difference in the daily lives of our audience and create value for all stakeholders. Committed to advancing our business operations, we are working on a broad range of projects and continuously seeking new technologies to offer brands that combine **high quality** with a **responsible approach to the environment and society**.

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