

Prix de Beauté Awards: Distinctions for Bioten, Bio-Oil & Burberry in the Beauty Category

Sarantis Group has been recognized once again at this year's **Prix de Beauté Awards** through its renowned brands **Bioten**, **Bio-Oil**, and **Burberry**, further solidifying its position as a leading innovator in the cosmetics, personal care, and pharmacy markets.

The **Prix de Beauté Awards**, a prestigious institution that highlights the top beauty and care products in the Greek market, concluded with great success. During the awards ceremony, groundbreaking products were acknowledged for their innovation, effectiveness, and outstanding design.

Below are the awards that showcase the excellence of Sarantis Group's products:

Silver Award: Mass Market Category, Face Care

Bioten Glow Expert 4D Series

The **Glow Expert 4D Series by Bioten**, the beloved skincare brand of Sarantis Group, stood out at this year's awards for its effective action in improving skin texture and appearance. This innovative range for radiance and anti-aging combines the power of nature with scientific innovation, offering:

- **Targeted anti-aging care and protection against the signs of time.**
- **Enhanced natural skin glow.**
- **Restoration of a youthful complexion.**

The **Glow Expert 4D series** features a unique formula that effectively combats dark spots and wrinkles, delivering visible results in radiance and rejuvenation. This recognition highlights Bioten's commitment to providing high-quality skincare solutions that meet the needs of modern consumers.

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.

Silver Award: Selective Category, Women's Fragrance

Goddess Eau de Parfum by Burberry

The new **Burberry Goddess Eau de Parfum**, exclusively represented in Greece by **Sarantis Group**, has won the Silver Award, marking a standout addition to Burberry's iconic fragrance collection.

Housed in an elegant bottle with square details and a refillable design, the **Burberry Goddess Eau de Parfum** reflects both sophistication and sustainability. Its packaging, adorned with a golden medallion, pays homage to Burberry's rich heritage and timeless legacy.

Bronze Award: Dermocosmetics Category, Body Care/Slimming

Bio-Oil® Skincare Oil Natural

Bio-Oil® Skincare Oil Natural, distributed in Greece by the Sarantis Group, has been honored with the Bronze Award, highlighting its innovative approach to skincare. This product is the natural version of the globally renowned **Bio-Oil® Skincare Oil**, known for its proven ability to improve the appearance of scars and stretch marks.

As the first natural product to deliver results equivalent to the category-leading Bio-Oil® Skincare Oil, its groundbreaking formula offers:

- A lightweight texture for easy absorption.
- Natural ingredients, plant extracts, and vitamins that enhance skin hydration and natural radiance.
- Restoration of skin firmness and youthful appearance.

This award emphasizes **Bio-Oil® Skincare Oil Natural** as a pioneering solution for effective and natural skincare.

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Prix de Beauté Awards are one of the most prestigious institutions in the Greek beauty industry, recognizing and rewarding the best skincare, cosmetics, and fragrance products of the year. Each year, a panel of experts from the beauty sector, journalists, and consumers evaluate products based on criteria such as innovation, effectiveness, and aesthetics. **Prix de Beauté Awards** not only enhance the value of the distinguished brands but also serve as a vital guide for consumers, highlighting products of exceptional quality and reliability.

The accolades received at the **Prix de Beauté Awards** reaffirm the **Sarantis Group's** commitment to delivering high-quality and innovative products that combine care with the power of science and nature, enriching the overall beauty experience and boosting consumer confidence.

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