

Athens, April 7<sup>th</sup>, 2023

## Significant Distinctions for Sarantis Group at the institution “Product of the Year 2023”

**SANITAS Flex & Strong** and **BIOTEN NUTRI-CALCIUM**, the purposeful brands of Sarantis Group, were distinguished as “Product of the Year 2023” in the categories of garbage bags and face creams, respectively. “Product of the Year”, organized in Greece by Direction, is the largest and most significant international award institution for innovative consumer products and services, with awards being determined by consumer voting. It was founded in France in 1987 and is now organized in over 45 countries worldwide, with the same main purpose: to highlight new innovative products in the market and reward the businesses that create them for their investment and belief in innovation.



The newly introduced technology, **SANITAS Flex & Strong**, encompasses garbage bags with an embossed mesh and a 3-layer film, ensuring elasticity and durability even for the sharpest and most demanding garbage. These bags are designed to prevent any form of leakage. Furthermore, **SANITAS** garbage bags are crafted from **100% recycled plastic**, contributing to the promotion of a sustainable environment. The **SANITAS** brand embodies a philosophy that emphasizes the continuous enhancement of products through research and innovation, as well as an approach to daily life that prioritizes enhancing household activities such as cooking, cleaning, and food storage. Ultimately, this innovative strategy aims at creating a positive impact on the planet by reducing our environmental footprint and promoting social responsibility.



redefined, and elasticity is significantly improved.

Sarantis Group, through its responsible business operation and purposeful brands, continues to always respond quickly to the trends and challenges of the new era in order to meet the consumer needs. This distinction confirms the choice of the judging committee as well as the results of the independent consumer research conducted by Circana on a sample of 3,200 consumers carried out for the needs of the institution.

**Bioten**, the favorite skincare brand of Sarantis Group, was honored with the **Product of the Year 2023** award in the category of face creams for its new comprehensive series, **NUTRI CALCIUM**. The new anti-aging series, **NUTRI CALCIUM**, is specially designed for women who are in or post-menopause, helping to address the changes that occur in the skin due to hormonal aging by strengthening and nourishing the skin. The new series, **Bioten Nutricalcium**, contains Calcium that strengthens the skin barrier and promotes skin regeneration. It also contains Vitamin B5, which contributes to improving skin radiance, while FemiGen+, a plant-based biotechnology ingredient, enhances skin elasticity. The results are remarkable. Dryness and depth of wrinkles are reduced, the facial contour is visibly

#### **Sarantis Group**

Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people's everyday lives. With strong activity in 13 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal, Slovenia and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.

#### **SANITAS**

SANITAS is a reliable brand with a presence in the Greek market for over 50 years. Its purpose is to constantly offer quality and innovative products that make people's daily lives easier and more enjoyable. Always adhering to its principles and with respect for consumers, it creates safe and practical products, providing solutions for the entire household.

#### **Bioten**

Bioten is a popular brand of personal care products that is closely linked to sustainability and natural ingredients. It offers a wide variety of products that cover the needs of facial and body care.