



Athens, March 06, 2025

**Sarantis Greece continues its commitment to support Merimna through the
"Care in Action" Initiative**

Sarantis Greece, announces the launch of its annual social initiative "**Care in Action**" aimed at supporting the organization "**Merimna**." The updated campaign will take place from March 6 to March 19, 2025, in **SKLAVENITIS** stores, further strengthening the effort for social solidarity and development.

Sarantis Greece, with a strategy focused on **innovation** and **sustainability**, recognizes the critical importance of **social** and **environmental** responsibility. Through continuous investments in sustainable solutions, the company aims to contribute positively to the communities in which it operates, while simultaneously minimizing its environmental footprint. Its commitment to the continuous improvement of production processes and the implementation of responsible practices are fundamental pillars of its corporate philosophy.

The social initiative "**Care in Action**" is an important initiative by Sarantis Greece, hosted by **SKLAVENITIS** stores, reinforcing the effort for social solidarity and development. Through this initiative, Sarantis Greece demonstrates its long-standing commitment to creating a positive social impact and supporting vulnerable groups, making a tangible contribution to improving the quality of life for those in need.

About Sarantis Group

Based in Athens and having a history of over 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.