

PiC Supports the Cardiology Community with Innovative Solutions at the 45th Panhellenic Cardiology Congress

PiC, a top brand globally in **health** and **care**, distributed in Greece by Sarantis Group, actively participated for the first time in the **45th Panhellenic Cardiology Congress**, held in Hersonissos, Crete. The event gathered over 1,500 participants from both the Greek and international **cardiology community**. The congress served as a valuable opportunity for PiC to connect with prominent cardiologists from across Greece, raising awareness about its **specialized blood pressure monitors** and advanced **PiC Rapid Tech™ technology**.

PiC's presence at the congress, supported by representatives from **Sarantis Health & Care Division** and PiC's **specialized team**, provided an excellent opportunity to present its **innovative products to healthcare professionals**. Through our exhibition booth and specially designed communication materials, **PiC** showcased its commitment to advancing healthcare solutions and supporting the cardiology community **with trusted, high-quality products**.

During the congress, **PiC** presented its range of **blood pressure monitors**, renowned for their **accuracy, reliability, and innovative design**, aimed at supporting healthcare professionals and enhancing patient care. There was particular interest in **PiC's Rapid Tech™ technology**, highlighted to cardiologists and other specialists as a **powerful tool for fast and precise blood pressure measurement**. This advanced technology reaffirms PiC's commitment to providing effective solutions that meet the highest standards in cardiovascular care.

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.

PiC's involvement in the **45th Panhellenic Cardiology Congress** marked an important first step in connecting with the cardiology community and enhancing the company's visibility among medical professionals. During the congress, the **PiC** team gained valuable insights regarding the needs of healthcare providers and their patients, while understanding their approach to recommendations for diagnostic tools. Under the slogan "**It's easy with PiC,**" representatives from **Sarantis Health & Care Division** laid the groundwork for deeper relationships with healthcare professionals and informed them about PiC's product offerings, which combine **precision** with **innovation**.

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