

Athens, October 9th, 2024

Lanes Celebrates Double Recognition at the 2024 Supplement Awards

Lanes, the leading brand in the nutritional supplements sector of **Sarantis Group**, received two significant Awards at the **Supplement Awards 2024**, organized by BOUSSIAS events, once again confirming its leadership position in the market.

Specifically, **Lanes** was awarded:

- **SILVER** in the category "**Best Vitamin Supplement**" for the product **Lanes Vitamin C 1000mg**.
- **BRONZE** in the category "**Best Energy Supplement**" for the product **Lanes Defense Booster**.

Lanes holds a leading position in the Vitamin C sector, being the No. 1 brand in unit sales. The Vitamin C category is a strategic pillar for growth and investment for the brand, offering 16 different product codes. The range includes classic Vitamin C in tablet and effervescent form, as well as products with additional ingredients and flavors. Of particular importance is the introduction of Vitamin C 1000mg in liposomal form, offering enhanced absorption and high effectiveness. **Innovation** in the **production** and **formulation** of Lanes products has played a key role in improving the bioavailability of supplements, enhancing the absorption of Vitamin C and its effectiveness in the body. This highlights **Lanes'** dedication to developing products that not only meet daily nutritional needs but also leverage the latest technological advancements for optimal health and wellness.

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.

Despite intense competition, Lanes continues to stand out, maintaining its leading position in the Vitamin C market for years. With nearly double the market share of its closest competitor, **Lanes** demonstrates its strong presence and continuous growth.

Lanes Defense Booster, with its innovative formula combining **15 carefully selected ingredients**, strengthens the immune system and contributes to energy production while combating fatigue. It contains vitamins C, D3, B6, B12, folic acid, and selenium, providing comprehensive support for the body.

Sarantis Group and **Lanes** brand remain committed to continuous growth and innovation, offering high-quality products that enhance consumers' daily lives. With a focus on health, wellness, and sustainability, we continue to invest in advanced solutions that meet modern needs while consistently maintaining our leadership position in the market and the trust of our customers.

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