

Athens, July 15, 2025

### **HERO Mighty Patch, the No. 1 pimple patch brand on Amazon, now in Greece!**

Sarantis Group, staying true to its strategy of continuous growth and further strengthening its presence in the personal care category, is bringing to Greece yet another successful brand from its strategic partner Church & Dwight, following the success of Batiste Dry Shampoo: the HERO brand.

HERO is an innovative skincare brand specializing in pimple patches. With dozens of awards and distinctions, it has achieved the No. 1 position on Amazon across the entire Beauty & Personal Care category.

### **What are HERO Mighty Patches and where can you find them in Greece?**

HERO Mighty Patches are hydrocolloid-based pimple patches that contain no active ingredients or medication. Applied to clean skin, they work by effectively absorbing sebum within 6 to 8 hours, while protecting blemishes from dirt and bacteria and creating an optimal environment for faster healing.

They are designed for anyone dealing with occasional pimples and looking for immediate, hassle-free solutions. Suitable for all skin types, they offer a simple alternative to conventional acne treatments.

In Greece, HERO Mighty Patches will be available exclusively at Hondos Center stores in three dermatologist-tested variants:

- **Original:** a thicker patch in a natural skin tone
- **Invisible:** a transparent, ultra-thin patch that can be worn discreetly throughout the day
- **DUO:** a convenient on-the-go pack combining 6 Original and 6 Invisible+ patches.

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#### **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 & Sun 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 a dynamic international profile, enhancing its expansion footprint through its presence in selected international markets.



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