

Athens, April 13th 2022

Sarantis Group personal care brand bioten was voted as the Product of the Year 2022, for its innovative deodorants with prebiotics and ingredients of 100% natural origin

Sarantis Group is recognized one more time for its devotion to innovation and its commitment to high product quality

Sarantis Group personal care brand, **bioten**, with its deep knowledge of natural ingredients and their properties, was awarded as the **Product of the Year 2022** in the category of **women's deodorants**.

The new series of bioten deodorants combine uniquely **the power of prebiotics with ingredients of 100% natural origin**, which help boost the skin's natural defenses and reduce the bacteria that cause bad scent in the armpit area.

This distinction came as a result of the committee's selection and the final outcome of the consumer research conducted in a sample of 3200 consumers for the needs of the competition, held by the company IRI Hellas. The award was received by Ms. Nicole Alexi Brand Manager at the deos & fragrances category, on Monday April 11th in the official ceremony of the internationally recognized institution "Product of the Year", which is represented from 2018 in Greece and Cyprus by the Direction Business Network.

bioten's deodorants series distinction as a Product of the Year 2022, is another confirmation of the brand's dynamic in this category, while additionally proves the important position it has gained in the preferences of Greek consumers. Moreover, always in line with the Group's commitments, the award stands as a further recognition of the Group's product portfolio, its know-how, its innovation, and its commitment to high product quality.

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The line is available in supermarkets and cosmetic stores, while for more information you can see <http://biotencosmetics.com/>

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-Herzegovina, Portugal, Ukraine and Russia, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.

bioten

Bioten is a highly recognized personal care brand that is inextricably linked to sustainability and natural ingredients. It has a variety of products that cover skin care and body care categories.

