

Athens, October 5<sup>th</sup> 2021

**BEST IN PHARMACY AWARDS 2021:  
LANES, BIO-OIL & FERTI-LILY WERE AWARDED THIS YEAR**

In its 4<sup>th</sup> event, the Best in Pharmacy Awards highlighted the companies and pharmacy products that stood out for their good marketing practices and innovation. The companies that received the highest scores in the overall evaluation and were distinguished, were awarded at the Awards Ceremony held on Wednesday, September 29<sup>th</sup>, 2021.

The Sarantis Group Health & Care division was awarded in (4) categories and in (2) different pillars, Best in Marketing και Best in R&D. Specifically, the categories distinguished were the following:

**Top Launch, Cosmetics: Bio-Oil Skincare Oil (Natural) | Bronze Award**

The Bio-Oil Skincare Oil (Natural) is a specialized 100% natural and vegan oil for the treatment of scars, stretch marks and uneven skin tones. Thanks to its unique composition of vitamins and natural oils of wild soybean, sunflower, pomegranate, and Roman chamomile, it offers deep skin care while maintaining the skin's elasticity and healthy look. The communication campaign of Bio-Oil Skincare Oil (Natural), with the strategic goal of creating awareness & highlighting the basic USPs of the brand, was based on both Digital and ATL media.

**Best advertising campaign for consumers, Social Media: Lanes Multivitamins Digital Campaign| Silver Award**

The purpose of this communication was to enable the brand to integrate its know-how and experience in the field of Multivitamins in an intelligible way, while remaining familiar to the consumer. Thus, the digital campaign "Live what you want" was created, which ran in May 2021, covering both of the above two axes. The main message of the campaign was that there is no way to fit love, appetite for life, or care into a Multivitamin tablet or a vial. But all the ingredients we need every day to do what we love and to live what we want can fit into a dietary supplement.



### **Innovative product of the year Nutritional Supplements / Superfoods / Vitamins: Lanes Vitamins C Plus| Bronze Award**

Lanes as the no1 brand in the category of vitamin C \*, continues to innovate and surprise us. In an effort to "complement" multiple needs, she created two dual-action dietary supplements that cover two different needs each. Guided by the fact that the modern consumer wants to strengthen his body more by covering different needs, Lanes created the Lanes vitamins C Plus Energy & Pluc Beauty! Lanes Vitamin C 500mg Plus Energy, aims to strengthen the immune system of each body and at the same time offer stimulation by increasing energy levels. While Vitamin C 500mg Plus Beauty, thanks to its composition stimulates the immune system and in addition, takes care of the good health of our hair, nails and skin.

- ***IQVIA, pharmacy sales data in pieces MAT JUN 2021, 04 VITAM.MINER. & NUTRIT.SUPPL, classification in MNF***

### **Innovative product of the year Medical & Diagnostic Products: Fertility Cup Ferti-Lily| Gold Award**

The FERTI·LILY Conception Cup is a Class I Medical Device, made of 100% soft medical silicone in Switzerland. Helps couples increase their chances of conceiving by 1.5 times more. The whole process is done from the comfort of their home, without losing the magic of the moment and they do not need to visit a specialist to apply FERTI·LILY Conception Cup as it is easy and comfortable to use.

The awards ceremony was a great celebration for the industry, after a year following special conditions and restrictions, about 150 executives were given the opportunity to meet and be rewarded for their success.

### **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.*