

Athens, October 29, 2025

Distinctions for Sarantis Group at the Best in Pharmacy and Supplement Awards 2025

Sarantis Group participated in this year's leading events in the pharmaceutical and parapharmaceutical sector — the **Best in Pharmacy Awards 2025** and the **Supplement Awards 2025**, organized by **BOUSSIAS Events**.

Once again confirming its leading position in the fields of **health, wellness and care**, the Group received important distinctions that highlight its **strategic investment in innovation, scientific credibility and the sustainable development** of its products.

At the **Best in Pharmacy Awards 2025** ceremony, which recognized the most innovative companies and products in the pharmaceutical sector, **Sarantis Group** was honored for its overall contribution to the development of the pharmaceutical market and the adoption of best practices in marketing and service.

More specifically, the **Clinea** brand stood out, earning a total of seven (7) awards:

- **3 Gold Awards** for *Best Packaging*, *Best Green Policy* (recycled/eco-friendly packaging, as the first refillable skincare brand), and *Best Pharmacy Product Training Program*
- **1 Silver Award** for *Best Product Launch* with **Clinea – Bak Off Wrinkles**, and
- **3 Bronze Awards** for *Best Face Care Product – Anti-Aging*, *Best Online and Social Media Marketing Campaign*, and *Best Pharmacy Support Program*

These distinctions reflect the brand's high quality, scientific substantiation and effective communication strategy, embodying the Group's philosophy of **innovation with a focus on people**.

In addition, **PiC** received the **Silver Award** in the *Best First Aid Product* category for its **PiC Aquabloc** product, reaffirming the long-standing reliability and effectiveness of the PiC range.

At the corresponding **Supplement Awards 2025** event, **Sarantis Group** also stood out with the **Lanes** brand, which received a total of five (5) significant awards — including **two Gold Awards** in the categories of *Best Marketing Campaign (TV, Radio, Print*

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.



Media) and *Best Online and Social Media Marketing Campaign* for **Lanes 3,2,1 Sleep**.

In addition, it received **three Silver Awards** for *Best Weight Control Supplement* (**Lanes Kcaligram SlimBody**), *Best Sleep Supplement*, and *Best Launch* for **Lanes 3,2,1 Sleep**. These distinctions recognize the brand's ongoing commitment to developing **innovative, high-quality nutritional supplements**, reaffirming the Group's dedication to creating products that promote **health, well-being, and sustainable nutrition**, in line with modern consumer needs and international market trends.

With many years of experience and a dynamic presence in more than **13 countries**, **Sarantis Group** continues to invest in **innovative products, sustainable practices, and strong partnerships** that reinforce the trust of both consumers and healthcare professionals.

The recent awards reaffirm the company's strategic vision — a vision founded on **continuous improvement, excellence, and respect for people and the environment**.

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