

Athens, May 19th, 2023

Triple Gold Distinction for Sarantis Group at Promotional Marketing Awards 2023, the new institution of business excellence

In a prestigious celebration that took place at Ploes on Tuesday, May 16, the big winners of **the Promotional Marketing Awards 2023** were announced. The **Promotional Marketing Awards** were organized for the first time with the aim of highlighting the most creative, innovative, and effective actions, campaigns, and initiatives in the field of Promotional Marketing. The ambition of the awards is to serve as a platform through which all developments in the field of promotional marketing will be presented, while contributing to its upgrade in our country, something that has already been confirmed since the first year as it gathered a very large number of nominations. At the awards ceremony, **Sarantis Group** took first place with a **Triple Gold Distinction** for its **high quality** and **consumer experience** through its purposeful brands. Specifically, for the **SANITAS Flex & Strong** new technology garbage bags, **Batiste**, the **No. 1 Dry Shampoo brand** and the renewed **Noxzema** range.



The new technology **SANITAS Flex & Strong** garbage bags have won the **Gold Award** in the **Best Package Design Activation** category. These garbage bags feature an embossed technology and 3-layer film for extra elasticity and guaranteed strength even for the sharpest and 'demanding' trash, while at the same time preventing any leakage. Additionally, they are made from **100% recycled plastic**, making cleaning even better

while also taking care of the environment. So, with **SANITAS** we are all winners. This is, after all, the spirit of the new **SANITAS** strategy, which expresses the tagline "everything can be done better", both the products through continuous research and innovation, as well as our daily lives at home, in cooking, cleaning, food storage, and ultimately the whole planet through our care for the environmental and social footprint.



Batiste, the **No. 1 Dry Shampoo** brand internationally, was awarded with **Gold Award** in the **Best PoP-Up Experience** category. **Batiste** is here to change the rules in the shampoo category, as it is the only one that offers a complete range for every need and hair type, including the **Fragrance Range** with wonderful flower and fruit scents for every taste, the **Added Benefit Range** with Volume, which gives extra volume, **Hydrate**, which hydrates dry hair thanks to avocado oil, and **Damage Control**, which strengthens weak hair thanks to keratin, the **Naturally Range** with

100% natural extracts and recyclable packaging, and the **Color Range**, ideal for covering any gray/white roots in the hair. Approximately 3 **Batiste** sprays are sold every second in the world! It is the ultimate innovative product in spray form that, with its award-winning formula containing rice starch, effectively absorbs oil while giving you fantastic voluminous hair and a unique feeling of cleanliness and freshness with just 4 simple steps! You shake, spray on roots, massage with fingertips, brush and...ready in a minute! No water or soap needed! So simple and easy!



The renewed **Noxzema** range won the **Gold Award** in the **Best in Fashion & Beauty** category. **Noxzema**, a landmark brand in personal care, refreshed its image in 2022, while simultaneously launching the new Noxzema Men line of men's grooming products and encouraging us to take care of our precious skin with a new communication strategy. **Noxzema**, as the ultimate skin expert in the category of deodorants and shower gels, urges us to embrace every part of ourselves and love every little aspect of our bodies through a

campaign that celebrates the care of our precious skin. The **Noxzema** range consists of deodorants and shower gels, catering to all consumer needs and offering refreshing scents. Meanwhile, the Noxzema Men range includes shaving foams in addition to deodorants and shower gels, providing specially designed and specialized care for men's skin through a comprehensive care range. The expertise and experience of Sarantis Group in the cosmetics sector brought the next day for the **Noxzema** brand.

At **Sarantis Group**, our strength lies in our brands and our successful business model that is based on people. Our ability to offer high-quality brands that meet consumers' needs and create unique consumer experiences based on the brand identity provides us with a competitive advantage, leading to our sustainable growth. These specific distinctions are a recognition of our efforts to offer reliable and beloved products that improve mood and make every day better, through socially responsible practices and environmentally friendly production methods. Innovation, quality, and business ethics are our main commitments and determine our purpose on our journey.

Contact Info: Eleni Pappa, Corporate Communications Director, epappa@sarantisgroup.com , tel. +30 210 6173065

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