

Athens, 14<sup>th</sup> February 2023

**Human – Up: «Speak Up about your feelings every day!»**

Sarantis Group and **STR8**, for 2<sup>nd</sup> consecutive year, joined their forces with selected supermarket chains and continue, the successful campaign **Human-Up** through they promote “empathy” and listen to the needs of young male audience who have changed by following a more human – centered approach, promoting open communication. The renewed **STR8** is powerfully coming to, once again, make a difference, aiming to combat and reduce toxic behavior phenomena associated with stereotypes. Participates in fighting against bullying in young ages and in general.

On the occasion of Valentine’s Day, **STR8** comes **to speak to young audience and this year, urge the man to not be afraid to express himself and show his feelings – freely do what he feels**. In a world where things become more complex and complicated, **men want to go their own way**.



**Fresh and dynamic, optimistic and bright**, the famous men’s care brand through its initiative “**Live Without Bullying**” supports the **Social Action & Innovation Center’s (KMOP)** and its social action, by allocating part of the revenue from its sales during the planned in – store activations, to stimulate the fight against bullying. **STR8** fully aligned with the Group’s sustainable development strategy, empowers everyone’s right to speak up and fights against bullying. Sarantis Group recognizing its responsibility to future generations, is committed to playing its part to change at a social, environmental and ethical level through Corporate Social Responsibility decisions and strategic synergies,.

**LIFE IS BETTER WHEN LIVED STR8!**

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**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.