

June 21st 2021

Our beloved brands Indulona, Astrid and Fino were distinguished at the Consumer's Choice 2021 awards in the Czech and the Slovak Market

The Best New Products of Consumer's Choice 2021 was announced on 17th June during a press conference specially held for journalists at Altány Kampa in Prague. Due to the unrepresented conditions of the COVID-19 pandemic the official evening ceremony was not held this year.

It was a great honor that the Group's beloved personal care and homecare brands **Indulona, Astrid** and **Fino** were awarded for their success in the Czech market, while especially Indulona was recognised in the Slovak market too.

In detail, the well-known Czech prestigious marketing program called Consumer's Choice – Best Newcomer of the year distinguish products well-known in the market and awards the most recognised. The award-winning products are chosen each year based on the results of the consumer research conducted by Nielsen, carried out on a representative sample of 4.000 respondents.

This year was a great success of Sarantis Group brands, which won awards in **3 different categories**. Specifically, the **ASTRID AQUA BIOTIC** line won the title of Consumer's Choice - Best Newcomer of 2021 in the **Face Care category**. The **INDULONA ANTIBAKTERIAL GELS & SOAPS** won the title of Consumer's Choice - Best Newcomer of 2021 in the **Hygiene and Hand Disinfection category**. Moreover, the **FINO GREEN LIFE DRAW TAPE GBs & CLEANING ITEMS** won the title of Consumer's Choice - Best Newcomer of 2021 in the **Garbage Bags /Cleaning category**.

This year was also the very first and successful year for **INDULONA's novelties in Slovakia**. In more detail, the INDULONA's ANTIBAKTERIAL GELS & SOAPS took the first place in the same category in Czech Republic and became Consumer's Choice - Best Newcomer of 2021 in Slovak market too.

These notable distinctions of the Group's brands in the Czech and Slovak market are a great recognition of its well diversified portfolio and its top-quality products!

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.