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PRESS RELEASE

Bioten & Noxzema Recognized at the "Product of the Year 2025" Awards

Sarantis Group continues to affirm its commitment to innovation, quality, and sustainable development, earning significant distinctions once again at the prestigious "**Product of the Year**" awards. The internationally renowned "Product of the Year" institution, organized in Greece and Cyprus since 2018 by Direction Business Network, rewards products and services that stand out for their innovative characteristics. **Bioten** and **Noxzema**, two of the Group's most iconic brands, were recognized for their innovative approaches in skincare and personal care.

Bioten Glow Expert 4D Named "Product of the Year 2025" in the "Radiance and Skincare Range" Category

The **Bioten Glow Expert 4D** facial care line was awarded as "**Product of the Year 2025**" in the **Radiance and Skincare Range category**, reaffirming once again the leading position of the Greek brand Bioten in the skincare segment. This product line represents an innovative beauty proposition, utilizing modern active ingredients with scientifically proven effectiveness, fully responding to the needs of today's woman.

This recognition strengthens the trust consumers place in Bioten products and is the result of Sarantis Group's ongoing investment in research and development, aimed at creating high-quality products that deliver real results.

A few words 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 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 its dynamic international presence and its remarkable distribution network in more than 50 countries around the world.

Distinction for the New Noxzema Bonuspack Shower Gels - "Product of the Year 2025" in the Shower Gels Category

At the same event, the **Noxzema** brand was also distinguished with its new **Bonuspack Shower Gels**, receiving the award for "**Product of the Year 2025" in the Shower Gels category**. The new Noxzema Bonuspack shower gels are specially designed for easy and instant use in the shower, offering a unique sense of freshness and cleanliness.

This distinction affirms the Group's unwavering focus on innovation and excellence, further strengthening the bond of trust with its consumers.

Commitment to Innovation & Sustainable Development

Sarantis Group is actively demonstrating its commitment to continuous progress and investment in the Greek market by modernizing its factory in Inofyta with the establishment of a new Doypacks production line. With a focus on developing innovative, safe, and environmentally friendly products, the Group continues to strengthen its presence in the personal care and hygiene sector.

The latest distinctions for **Bioten** and **Noxzema** support Sarantis Group's vision to maintain its leading position in the care product categories, confirming that quality, innovation, and sustainability can harmoniously coexist in the everyday life of today's consumer.

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