

Athens, March 28th 2022

Vitamin D: The new launch of Lanes for a strong immune and musculoskeletal system!

The benefits of vitamin D mainly in strengthening the Immune system have been known for several years. The Covid-19 pandemic has come to further strengthen our need for this particular vitamin, making it our daily ally! Guided by recent market developments and the ever-increasing consumers' needs, Lanes recommends a new complete range of vitamin D, specially designed to meet every different need!

3 different contents (1000iu, 2200iu, 4000iu) to meet 3 different needs! As most people know, vitamin D is the ideal choice for people who want to support their immune system!

What few people know is that Vitamin D contributes to the normal absorption of calcium and phosphorus by the body as well as to maintaining normal levels of calcium in the blood. It also helps maintain the normal condition of bones and teeth as well as the normal function of muscles. It can be consumed by vegetarians as well as people with intolerance to dairy.

The new launch is accompanied by a 360-communication plan consisting of television, radio and digital projection. The campaign of the new line of vitamin D of Lanes, falls under the concept "The how and the why", which embraces all the communication of the brand from 2021. Because Lanes, knows the importance of vitamin D for your body. To know that you can live what you want at any time!

Available in the practical form of blisters in a box. Look for them in pharmacies!

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 12 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.