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Sarantis Group & Lanes were distinguished at the Best Pharmacy Awards 2022

Lanes, a health care brand of Sarantis Group, the leader in Vitamin C category in Greece* continues to innovate and surprise us. This time Lanes participated at **Best in Pharmacy Awards 2022**, the institution which rewards good practices in Marketing & Innovation of pharmacy products and was distinguished with the **Bronze Award** for the innovative new supplement, **Lanes Defense Booster**, at the category «**Best Product for the protection of Covid-19**» but also for its liposomal vitamin C, **Lanes Liposomal Vitamin C 1000mg** with **Silver Award** at the category «**Best Food Supplement**».

Day by day, consumer needs are increasing and becoming more demanding, and customers turn to food supplements with upgraded and complex product formulations, that promise enhanced stimulation & shielding of the Immune system. **Lanes**, wanting to respond to these needs, launched in September 2021, the **Lanes Defense Booster** that aims to strengthen the body's defenses. Thanks to the 15 specialized ingredients contained in its composition, it provides increased protection and is used both for defense and prevention, and for the mild and faster recovery of the body, while having a unique raspberry-strawberry flavor.

Regarding vitamin C supplements, the absorbability and bioavailability of such a product are the keys to ensuring its utilization and effectiveness. A technology that is becoming popular is that of liposomes. Liposomes are tiny particles of fat which are composed of phospholipids, the same structural components as those of cell membranes. They have the role of transporter of active substances that are encapsulated in them, such as vitamin C. Due to their structural characteristics they help to improve the bioavailability and performance of the active substance they carry. Based on the above and as the no1 Vitamin C in Greece, **Lanes** launched a food supplement, containing vitamin C embedded in liposomes, for enhanced stimulation and maximum absorption, **Lanes Liposomal Vitamin C 1000mg**.

Best in Pharmacy Awards 2022 were organized for another year by BOUSSIAS. In this year's event there were renewed categories that aimed to reward quality and innovation in pharmacy products and at the same time creativity and strategy regarding the marketing practices of their promotion in the market.

*IQVIA, στοιχεία πωλήσεων φαρμακείων σε τεμάχια Full Year 2021, 04 Vitam. Miner. & Nutrit. Suppl., κατάταξη σε MNF

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.

A few words about Lanes

Lanes is a brand of food supplements which by gaining the trust of consumers, is the most reliable choice, offering products of excellent quality and excellent nutritional value. The continuous development of its product portfolio offers specialized products & targeted solutions for every consumer need, so that within a food supplement, you can find everything you need to live what you want!