

Athens, July 21st, 2023

Skin that smiles back at you: Sarantis Group Introduces bioten Hydro X-Cell, the new comprehensive skincare and hydration line

Bioten, the beloved skincare brand of Sarantis Group, once again draws inspiration from the power of natural elements and biotechnology, introducing the new comprehensive skincare and hydration line, **Bioten Hydro X-Cell!**

The new **bioten Hydro X-Cell** line, fully aligned with the Group's strategy, is designed to provide an **ultimate, long-lasting hydration experience.**

Lightweight yet exceptionally hydrating formulas with a satin texture, **containing 5% of a potent**, multi-action moisturizing complex with **100% natural Cellular Water from Spirulina, Hyaluronic Acid & plant-derived Ceramides**, designed to provide instant hydration and lock in moisture for up to 72 hours.

The **bioten Hydro X-Cell** line offers a comprehensive skincare solution to cater to every skin type.

- **Face Gel Cream for normal and combination skin:** The skin is moisturized in just 20 seconds and gains a feeling of **deep hydration.**
- **Face Cream for sensitive and dry skin.** Fragrance-free formula designed to minimize the risk of allergic reactions, that provides long lasting hydration up to 72 hours.
- **Face Serum:** Delivering Instant **Hydration of up to +80%.**
- **Eye Cream: Enhanced with Caffeine** to "awaken the skin," minimizes puffiness around the eye area and aids in restoring radiance! The powerful Tetrapeptide infused within stimulates collagen production, contributing to the reduction of dark circles.
- Completing the series' portfolio are the **facial cleansers, micellar water, and cleansing gel**, which effectively cleanse the skin by removing impurities and makeup without dehydrating it.

For skin that smiles and radiates energy and vitality, dive into the ultimate hydration provided by bioten Hydro X-Cell.

At Sarantis Group, we have co-created our own definition of “**ETHOS**”, where the unwavering pursuit of innovation and quality resides. Our primary and unwavering priority is the production of safe products for consumers and meeting their requirements, needs, and expectations. The Group's commitment to high and consistent product quality and service delivery is a fundamental objective and an integral part of our Philosophy. As the Group continues its journey, embracing the principles of excellence, it reaffirms its commitment to providing simple and beautiful solutions that uplift spirits, make every day better, and create sustainable value.

About 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.