

Athens, 18th April 2024

Sarantis Group at the 55th Cosmoprof Worldwide Bologna Exhibition 2024

Sarantis Group participation in this year's **Cosmoprof Worldwide Bologna 2024** exhibition marks its 6th consecutive appearance at the premier international beauty products exhibition held in Bologna. The Group had the opportunity to showcase its **extensive range of brands** and expand its network of partners, while also observing market trends and identifying opportunities for developing new products in consumer personal care.

Specifically, Sarantis Group, faithful to its strategy, intensifies its efforts towards **sustainable development** and reaffirms once again its dedication to **innovation** and **commitment to high-quality products**. Through the launch of the new clean beauty brand [clinéa](#), which enters dynamically into the beauty sector, it breaks down the boundaries between science and nature. Fully aligned with the Group's commitments, [clinéa](#) sets new standards, creates, and innovates, combining the effectiveness of science with the purity of nature. By selecting the best elements from these two worlds, Sarantis Group has created and presented in Bologna the new **refillable skincare brand** of the pharmacy, which is **effective, safe, and environmentally friendly**.

Additionally, it introduced the [bioten](#) brand, which stands out for its high percentage of **natural ingredients** in its formulas, combined with its effectiveness. It has not only secured top positions in facial care in most of the countries where we operate but since 2021, it has also managed to penetrate and capture part of the market in Asia, primarily in the Philippines.

Similarly, [Carroten](#), the **Greek sun care brand** that has held the **top position in the Greek market for years**, having also conquered markets in **Europe**, the **Middle East** and **Australia**, is based on three pillars of success: **safety, effectiveness**, and its **characteristic** aroma.

Sarantis Group

Based in Athens and having written a history of more than 60 years in the field, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's activity is focused on the sectors of Beauty & Skin Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high-quality brands that are top of consumer preferences. With strong activity in thirteen countries organized in eight business units – Greece (incl. Portugal), Poland, Romania, Bulgaria, West Balkans, Czech & Slovakia, Ukraine, Hungary – the Group maintains its dynamic international presence and its remarkable distribution network in more from 50 countries around the world.

The Group follows and invests in a **clear strategy** that has been shaping throughout its successful history, creating **sustainable profitable growth** and **value** for all stakeholders in a **highly competitive** and **dynamic** international business environment.

We focus on the balance between our **financial success** and our **responsible governance**, as we recognize that **financial performance** aligns with a **sustainable business trajectory** and **robust internal management**. As a continuously growing and financially healthy Group, we create value for all stakeholders - suppliers, customers, consumers, shareholders, and employees - while ensuring our **Corporate Governance and Business Ethics** throughout our operations.

The Group **fulfills its vision guided** by its values: **Excellence, Trust, Humbleness, Ownership, Sustainability** (ETHOS). Our **values** are the foundation of our business model and, combined with our stable financial performance, create the basis for our successful future development. Our values determine how we collaborate with colleagues, partners, customers, and consumers, giving meaning and value to the cycle of our professional life.

“We are a Team with ETHOS”

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