

Athens, May 27th 2022

Sarantis Group launches its new eco sunscreen line supported by its brands Carroten, Astrid, Kolastyna & Elmiplant

Sarantis Group, faithful to its strategy, intensifies its efforts towards sustainable development both at production level and at product level. The new launch of the Group's eco sunscreen line is a fact and represents its commitment to an ecological approach to its products.

Specifically, the new eco line is a radiant example of enriching the Group's product portfolio with products that have a sustainable footprint, ensuring advanced hypoallergenic formulas with a 4-level enhanced protection system, UVB + UVA + VL + IRA, which protect against premature aging and other damages of the skin.

The new sun care line offers a holistic sustainability approach which is embedded in the product. The sunscreen filters used in the products of the series are EcoSun Pass certified. Specifically, they have UV filters of Eco-balanced technology, selected based on 8 scientific criteria of optimal sustainability criteria with respect to human life and the aquatic environment. At the same time, the product's composition respects the aquatic environment since it does not contain UV filters such as Octinoxate, Oxybenzone & Octocrylene.

Furthermore, their hypoallergenic composition is ideal for sensitive skin. All products are vegan and their fragrance does not contain allergens, while their new eco-conscious packaging is remarkable. The Group, in the context of further strengthening the creation of more sustainable products, enhances its efforts through this line towards 100% recyclable packaging. At the same time, the sunscreen tubes are made of 70%* recycled material while the bottles are made of 50%* (* excluding tube's cap & pump), recycled plastic mitigating the product's environmental impact. Finally, the boxes of face creams are FSC certified, which ensures that the products paper packaging comes from responsibly managed forests that provide environmental, social and economic benefits.

The Group's line is supported by the trusted personal care brands, Carroten, Astrid, Kolastyna and Elmiplant. These brands, that proceeded with the launch, hold leading positions in the sun care category in Greece, Czech Republic, Slovakia, Serbia, N. Macedonia, Poland, Bulgaria and Romania and have gained significant market shares and consumers' trust, thanks to their upgraded formulas, that offer effective skin care and sun protection with respect to the environment.

Sarantis Group, remaining faithful to its sustainability strategy, is committed to continue its mission, actively contributing to the promotion of sustainable development and care of the environment through its sustainable production and its purposeful brands.

Sarantis Group presents its new suncare **ecoline**



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.