



Athens, March 21st 2022

Sarantis Group celebrates the International Day of Forests through bioten's tree planting initiative in Philippines

Bioten, Sarantis Group personal care brand, honors the International Day of Forests through its ongoing CSR reforestation initiative in the Philippines

Sarantis Group, one of the largest multinational consumer products companies with a significant international presence, leading brands and partnerships, through its corporate and product initiatives intensifies its efforts to have a positive impact across its operational countries, further enhancing its social and environmental footprint. This year, in the occasion of the International Day of Forests in March 21st, as recognised by the United Nations General Assembly since 2012, the Group's beloved personal care brand bioten celebrates its reforestation initiative which began back in 2020 in the Philippines, aiming to plant 88 thousand trees in the province of Zambales.

We live in an era of unprecedented challenges with climate change being a pressing imminent reality that acts as a compelling driver of change at all levels. Having as a compass this realisation, Sarantis Group makes its own efforts to intensify its dynamics towards Sustainable Production and Consumption, while reducing its environmental footprint, contributing to a greener future for all.

Specifically, bioten through its product philosophy as well as through its CSR actions respects the environment, showcasing what a strong supporter of sustainability and natural resources it is. All product series of the brand contain high percentage of natural ingredients with extracts from sustainable sources, all products are vegan friendly, its packaging is fully recyclable ensuring that they come from responsible sources, while detailed information for each ingredient may be found in the brand's website.

At a CSR level, bioten on the occasion of the eruption of Mount Pinatubo in 1991 in the province of Zambales at the Luzon volcanic arc of the Philippines, which was considered to be the second largest volcanic eruption of the 20th century leaving the whole region unfruitful, took greater action to revive the region through tree planting.

In 2020 an agreement was reached with the Yangil and Banawen tribes to replant the region. Sarantis Group through bioten, together with its partners: the NGO For the Future, Madtravel.org, I-Face and the Influencer of the brand Nadine Lustre, strengthened the whole initiative in 2021, aiming to plant 88 thousand trees. In 2021, the planting of 13 thousand trees was achieved. While in 2022, we are looking forward to reaching the goal of planting 30 thousand trees. Focusing in reaching the ultimate green goal of planting in total 88 thousand trees, will give breath to the region and a life of prosperity to the tribes.



Both Sarantis Group and bioten aim to raise further awareness on sustainable development issues. Forest sustainable management and their use of resources are key to combating climate change, and to contributing to the prosperity and well-being of current and future generations. Looking forward to the future, the Group is enhancing its efforts in the Philippines to fulfill its expectations regarding this initiative, creating the prerequisites for the environmental upgrade of the region.

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-Herzegovina, Portugal, Ukraine and Russia, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.

bioten

bioten is a Sarantis Group personal care brand which is inextricably intertwined with sustainability and natural ingredients. The brand has a wide variety of products that meet needs of face and body care.