



Athens, March 8th 2022

Sarantis Group honors the International Women's Day by promoting messages of respect and diversity through its personal care brand STR8

STR8, a men's care brand of Sarantis Group, celebrates the International Women's Day through its inspired campaign (HU) -MAN UP, the campaign's motto: "Because the moment you choose what man you want to be is the moment you choose what man you want to become".

Sarantis Group, through its product launches, enhances its efforts in order to **make a positive impact in its consumers' lives**, promoting proper social norms towards humanity and the environment.

This year, the highly recognizable brand STR8, celebrates the International Women's Day on March 8th encouraging men to make the right choices by choosing respect through the **campaign (HU) -MAN UP**. This campaign is specially dedicated to young men and **identifies the right frame regarding manhood, breaks stereotypes, and encourages men to choose respect over the opposite gender**, as the only acceptable choice. STR8 with this campaign **seals its identity by condemning toxic behaviors** that are wrongly intertwined with a man's dynamism.

This campaign is **fully in line with the Group's culture and values** and aims to raise awareness on social issues such as gender equality and the condemnation of gender-based violence.

This campaign came as a result of collaboration with the **creative agency 4WISEMONKEYS**, which undertook the concept and implementation, in collaboration with the production company White Room and the photographer Pantelis Zervos.



INTERNATIONAL WOMAN'S DAY

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.

STR8

STR8, a men's care brand of Sarantis Group, in the occasion of the International Women's Day through its inspired campaign (HU) -MAN UP, encourages men to make the right choices having the right orientation regarding gender equality.

Campaign's video