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Sarantis Group to Become Exclusive Distributor of Jordan in Greek Pharmacies

Sarantis Group announces that, following an agreement with Orkla Health AS, it will assume the exclusive distribution of Jordan products in Greek pharmacies as of February 1, 2026.

The addition of Jordan to the Group's portfolio represents a collaboration of strategic importance, further strengthening the Group's presence in the Greek pharmacy channel and significantly expanding its footprint in the oral hygiene category.

Jordan is owned by Orkla Health AS, one of the world's leading consumer health groups, with operations in more than 60 markets globally. With a history spanning over 100 years, Jordan specializes in oral health, offering scientifically proven solutions and a comprehensive product range, designed to meet the needs of modern pharmacies across all oral care subcategories.

The brand stands out for its Scandinavian design, modern aesthetics and ergonomic approach, making brushing a pleasant experience for both parents and children. At the same time, sustainability is a core pillar of Jordan's philosophy, with a strong focus on responsible practices, innovative materials and solutions with a reduced environmental footprint.

This collaboration forms part of Sarantis Group's overall growth strategy through strong international brands, leveraging its extensive experience in the health and personal care sector, its well-established distribution network and its deep understanding of the Greek market. The partnership aims to create long-term value for partners and consumers alike, while further strengthening the Group's position as a reliable partner within the industry.

About Sarantis Group

Based in Athens and having a history of over 60 years in the industry, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's business is focused on the categories of Beauty, Skin & Sun Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high quality brands that are top in consumers' preferences. With a strong activity in thirteen countries organized in 8 business units - Greece (including Portugal and selected international markets), Poland, Romania, Czech Republic & Slovakia, West Balkans, Ukraine, Bulgaria, Hungary - the Group maintains a dynamic international profile, enhancing its expansion footprint through its presence in selected international markets.