







# 60 years

by your side

Vitorgan is a modern and dynamic company, established in Greece.

Through all those years we specialize in the development, production, distribution and export of qualitative and unique pharmacy care products such as medical devices, food supplements and dermocosmetics.



60  
years



1500+  
products



5000+  
customers

Vitorgan is established by Charalambos Abatzoglou, as a personal enterprise for the production and distribution of pharmaceutical products.

1952

Sotiris and Dimitris Abatzoglou undertake the general management of the company.

1986

Charalambos Abatzoglou Jr. takes over as CEO and Executive Director. The third generation of the family continues with the same eagerness and the same devotion to the goals and values of the company, business ethics and respect to the customers.

2008

Merge of the two pharmacy brands NutraLead - PharmaLead under the name of PharmaLead brand.

The company reaches a much higher goal of awareness by gaining a remarkable market share, through intensive work and great effort.

Redevelopment and upgrade of formulas and attractive packaging along with strong 360o advertising campaigns are the keys to success.

2019 - 2023

1980

The company takes its present legal form.

2004

PharmaLead is established, for the research, development, production and trade of new pharmacy products. Charalambos Abatzoglou Jr. has the management of the company.

2013

A major lifting of the company profile, organization, production and the launching of new products under the EyeLead, NutraLead and PharmaLead brands.

Following the current trends and changing consumer needs, the company constantly enriches its portfolio with new, high quality products, through its extensive R&D development.

## VALUES

The long presence and dynamic evolution of VITORGAN is based on its non-negotiable and timeless values, summarized in:



INNOVATION



QUALITY OF PRODUCTS AND SERVICES



CONSISTENCY & EXCELLENCE IN RESPECTING NATURE & PARTNERSHIPS



INTERGRITY

## VISION

People's vision of the company is to identify the name of VITORGAN with products for a better life. Our aim is to provide health and beauty products of high quality at affordable prices, which fully meet the needs and requirements of the modern consumer, while giving value to his money.

## MISSION

Vitorgan is always eager to invest to a modern, attractive and innovative product portfolio with the intention of fostering to people worldwide conditions for a better life.

## OUR HEADQUARTERS

are based in Byron, Attica, where the offices, administrative services, central warehouse and distribution center are located.

## PRIVATELY OWNED FACILITIES

with more than 2000 square meters.

## WIDE CLIENTELE

across the whole country, mainly pharmacies, beauty stores and super markets.

## BANK SOLVENCY

with own equity.

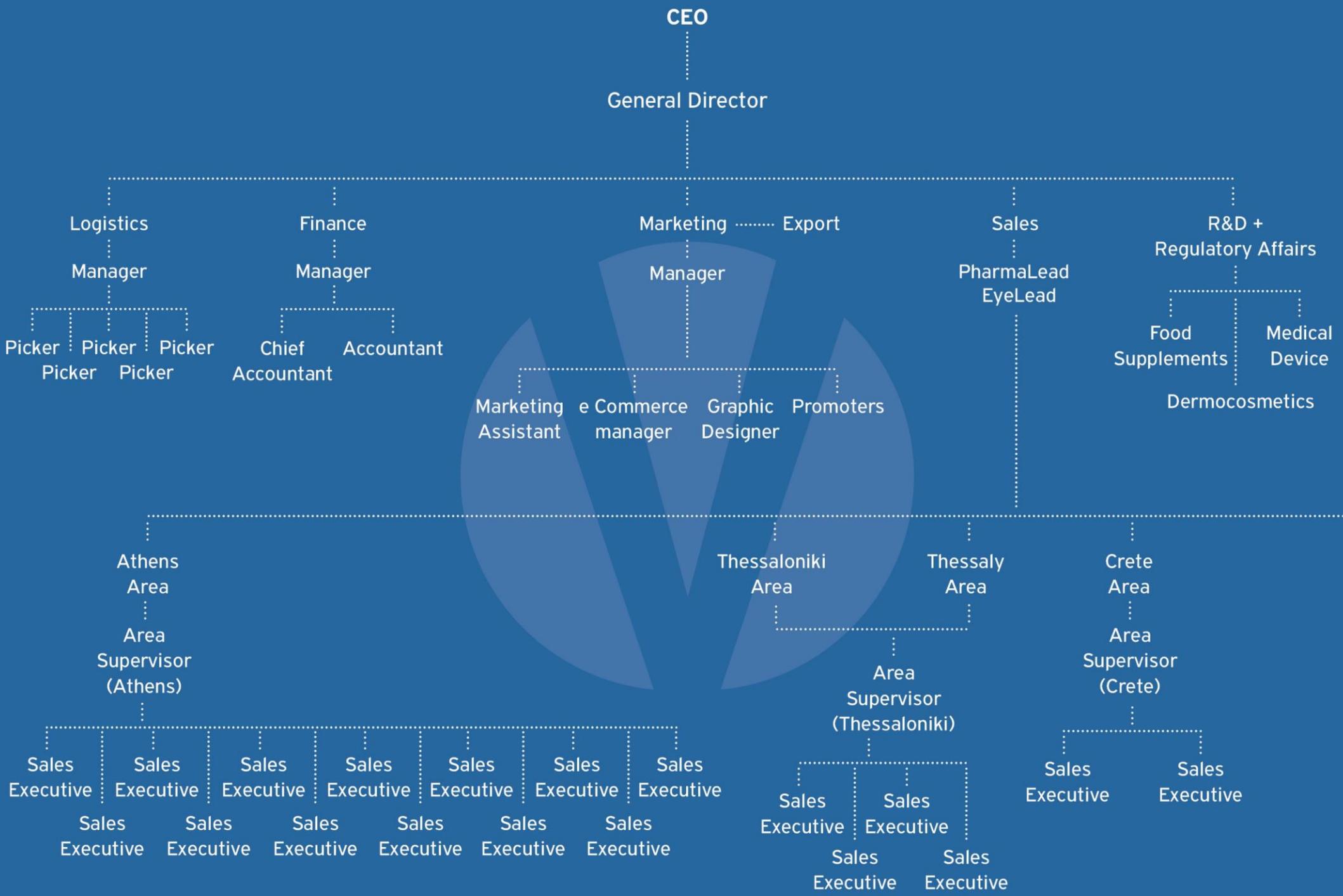
## WORKFORCE

30 employees

## SWISS CERT ISO CERTIFICATION APPROVAL

ABOUT US





ORGANIZATION STRUCTURE



## PHARMALEAD PRODUCT CATEGORIES

Food Supplements / Medical devices

The Black Range Nutrients

- Immune System
- Health & Wellbeing
- Multivitamins
- Minerals & Trace elements
- Probiotics
- Slimming

### Dermocosmetics

- Self care
- Foot care
- Body Care
- Hair care
- Baby care
- Insect repellents
- Kids care
- Antiseptics
- Hand care products
- Special



By participating in THE BEST IN PHARMACY AWARDS, PharmaLead won four awards, which is the best reward for innovative, unique and high quality products.



PRODUCT PORTFOLIO



## EYELEAD PRODUCT CATEGORIES

### READING GLASSES / MEDICAL DEVICES

- Bone glasses
- Metal glasses
- Magnetic glasses
- Pocket glasses

### SUNGLASSES POLARIZED CATEGORY 3 LENSES

- Adults
- Kids 5y+
- Toddlers 2-5y
- Babies

Eyelead reading glasses are notified to National Organization for Medicines, marked under CE certification for the distribution of Medical Devices.





OUR PRODUCTS  
ARE AVAILABLE  
IN A VARIETY  
OF FORMATS

EFFERVESCENT  
TABLETS  
CAPSULES  
LIQUID  
SOLID  
CREAMS  
AEROSOL  
PATCHES  
POWDER  
GEL

OUR  
PACKAGING  
TYPES  
ARE

PLASTIC  
BOTTLE  
GLASS BOTTLE  
GLASS JAR  
PAPER BOX  
TUBE  
SACHET  
FOIL

PRODUCTS



PRIVATE LABEL



Pharmacies



Beauty stores

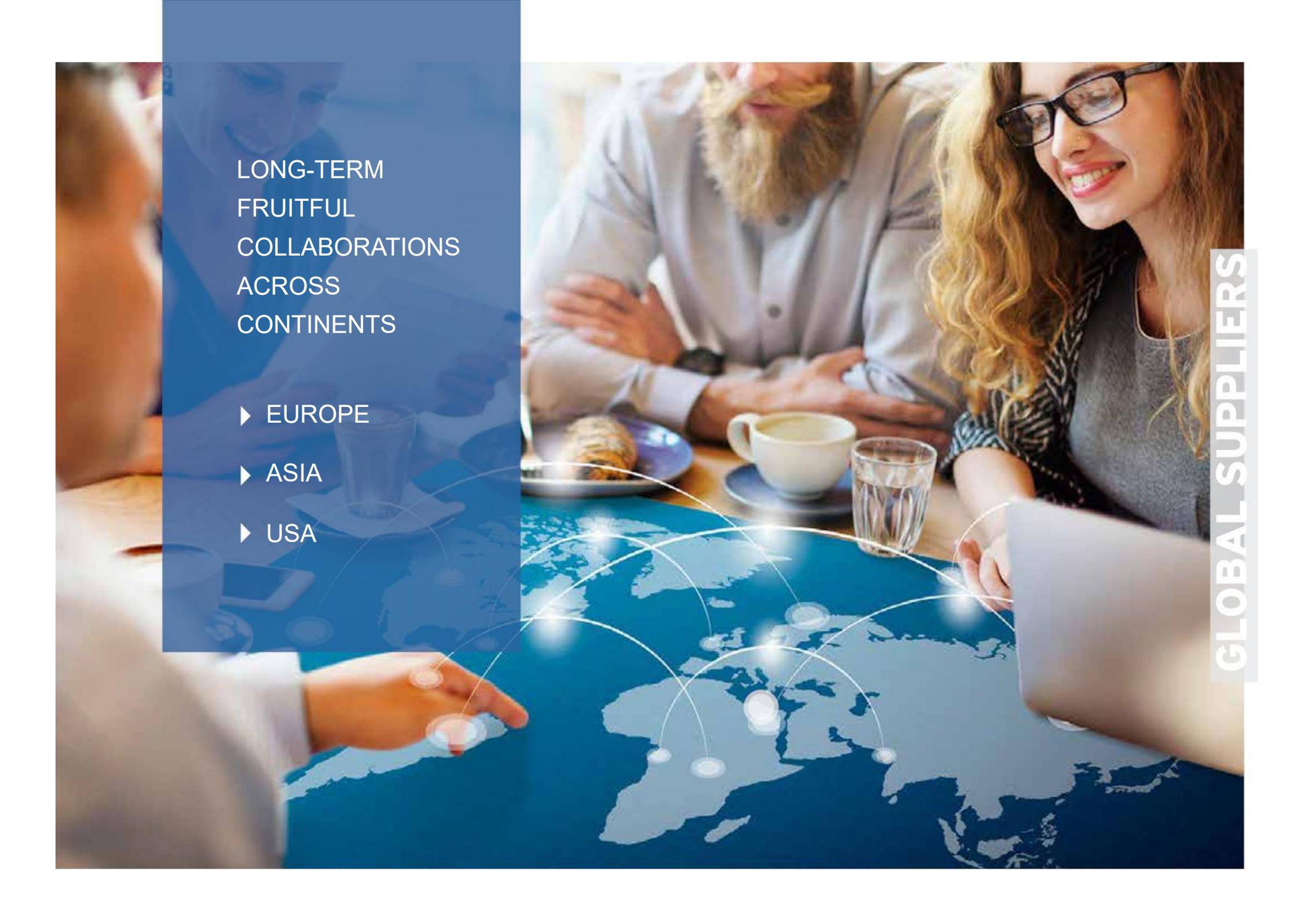


Pharmacy wholesalers



Pharmacy  
Associations

STRATEGIC PARTNERS



LONG-TERM  
FRUITFUL  
COLLABORATIONS  
ACROSS  
CONTINENTS

- ▶ EUROPE
- ▶ ASIA
- ▶ USA

GLOBAL SUPPLIERS



BRANDED  
WEBSITES

[www.pharmalead.gr](http://www.pharmalead.gr)  
[www.eyelead.gr](http://www.eyelead.gr)

ADVERTISING  
CAMPAIGNS

ATL & BTL

SOCIAL MEDIA  
FOR BOTH  
BRANDS

@pharmaleadgr  
@eyelead\_eyewear

DIGITAL ADVERTISING  
WEB ADVERTISING

POS ONLINE AND  
OFFLINE  
SUPPORT

ADVERTISING & PROMOTION

In Vitorgan, following our values and with a strong sense of “giving back to the society”, we systematically contribute, in an effort to improve the quality of life of the communities where we operate.

In line with our philosophy and our vision to provide “Products For A Better Life”, we work hard to be close to social Groups that really need support. For many years we stand next to organizations with intensive social activities, such as the “Unesco” foundation and the “Elpida” organization.

By contributing financially to active and verified organizations, we enable them to implement their plans and programs, hoping that collective action will help society to make a step forward.

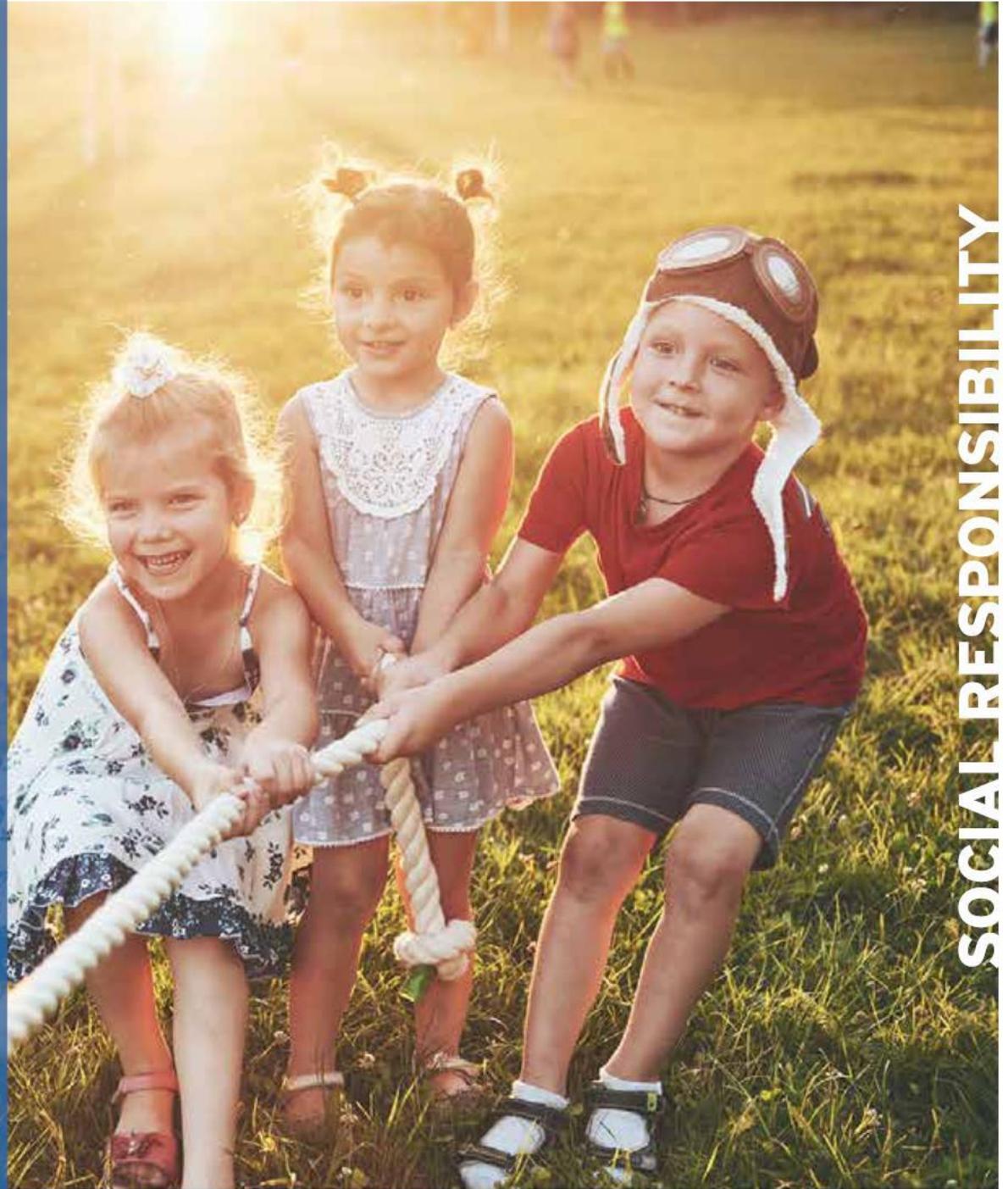


United Nations Educational, Scientific and Cultural Organization.



ΕΛΠΙΔΑ  
ΣΥΛΛΟΓΟΣ ΠΑΙΔΙΩΝ ΤΑΜΕΙΟΝ ΠΕ ΚΑΡΚΙΝΩ

The ELPIDA Foundation operates programs to support those involved in the problem of cancer and leukemia of children and adolescents.



SOCIAL RESPONSIBILITY



**GLOBAL EXPORTS**

AWARENESS

PURSUIT OF  
EXCELLENCE

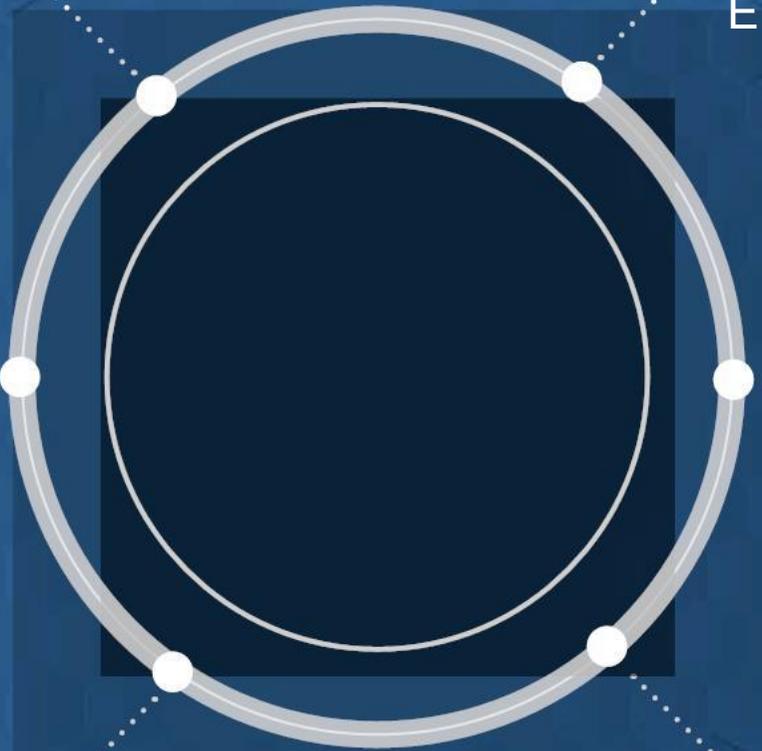
STRATEGIC  
OBJECTIVES

PASSION FOR  
A BETTER LIFE

MUTUAL  
RESPECT

WELLBEING

GOALS & OBJECTIVES



GET IN TOUCH



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