



## **HOLLAND & BARRETT: Giorgos Printezis stars in the company's new campaign for the launch of the H&B Precision Engineered Sports Supplements Line**

### **Informed Sport Certified Sports Nutrition Range**

Holland & Barrett, a member of Fournis group, is launching its new sports nutrition line, **H&B Precision Engineered**, through a dynamic campaign featuring Giorgos Printezis—one of the most iconic figures in European basketball. It is worth noting that the athlete has trusted and partnered with the company since 2023, stating, *"Holland & Barrett helps improve not just my life, but my entire family's."*

In the campaign video, Giorgos Printezis returns to his roots on the island of Syros and plays basketball once again. The video powerfully showcases the three core values of the new H&B Precision Engineered line: **Strength. Energy. Performance.** Every move he makes on the court reflects the essence of demanding training and the importance of proper support. The new H&B Precision Engineered range is the ultimate in sports nutrition, designed for those who demand results—whether at a professional or amateur level. 📺 **Watch the campaign video here:**

[https://www.youtube.com/watch?v=Fr9xD\\_gVW\\_8](https://www.youtube.com/watch?v=Fr9xD_gVW_8)

Video production: Studio Reskos

Sports Management: Progame SA

The complete new sports nutrition line includes a wide variety of protein powders (including vegan options), protein bars, creatine, electrolytes, and other supplements such as Magnesium & Zinc, BCAAs, Pre-workout, L-Arginine, and Amino Acids.

All products in the line are Informed Sport certified, ensuring maximum safety. This certification guarantees the absence of potentially harmful substances and confirms that all products have passed anti-doping tests and are manufactured to the highest quality standards. The line is tailored for both amateur and professional athletes who seek real results from their training.

The *H&B Precision Engineered* line is available in all stores and online: <https://www.hollandandbarrett.gr>

### About Holland & Barrett

Holland & Barrett has been the UK's No.1 health and wellness retailer for vitamins and supplements since 1879, and one of the largest wellness companies in Europe. In Greece, the brand is part of Furlis group and currently operates 11 physical stores alongside a fast-growing e-commerce platform. The company offers a wide selection of products across four main categories: **dietary supplements, natural beauty care, sports nutrition, and healthy food & beverages.**

At Holland & Barrett stores, customers will find an extensive product range that includes offerings from local producers, all within a welcoming environment and supported by highly trained and courteous staff. With expert personnel and ongoing training, the Holland & Barrett team is always ready to provide personalized advice and solutions to meet every customer's needs.

**At Holland & Barrett, we make health and wellness a way of life for everyone.**

**We add quality years to your life.**







