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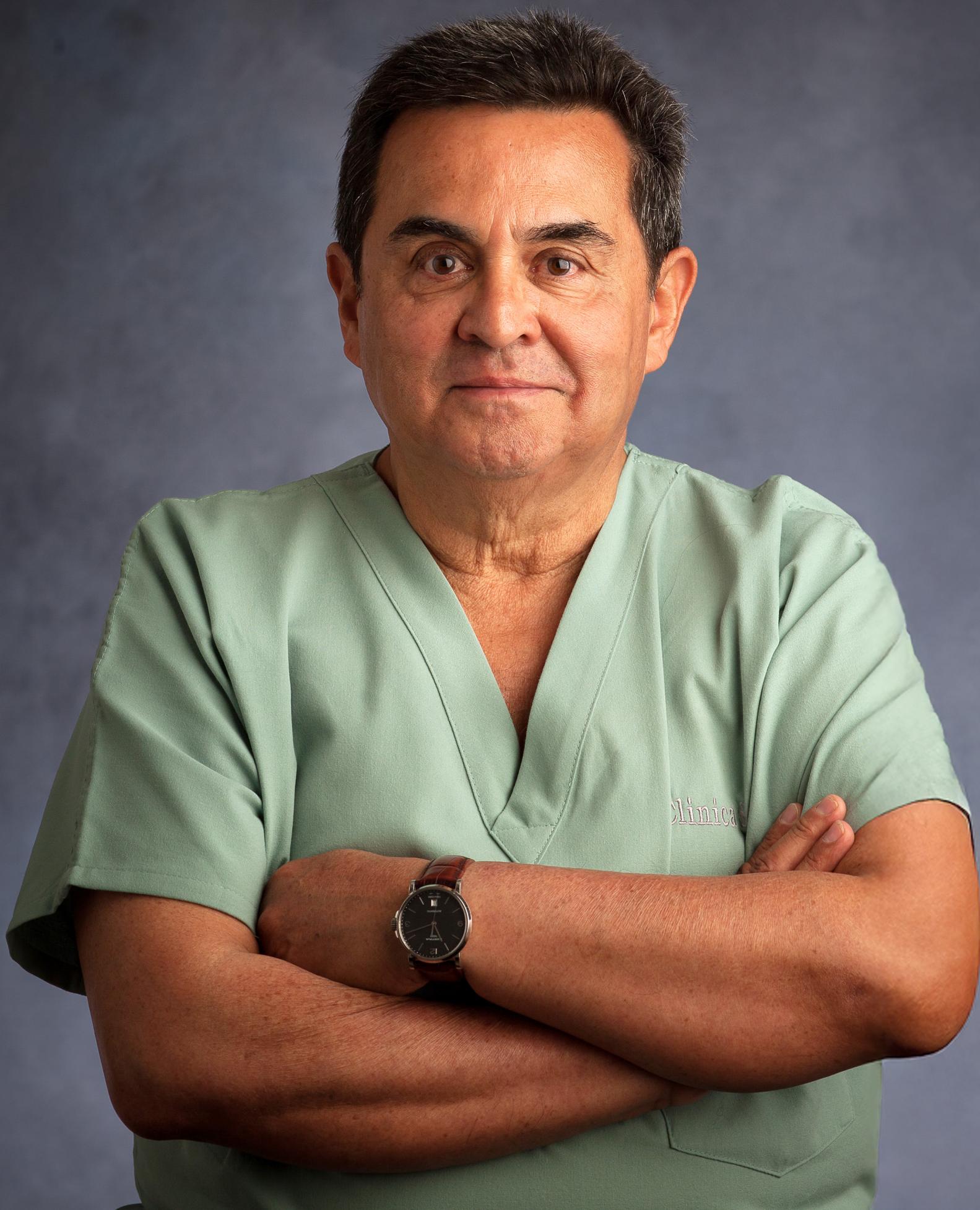


## INNOVATORS OF THE YEAR

# 2025











# SESDERMA

## Leading a New Era of Precision Dermatology

Dr Gabriel Serrano  
Founder



The purpose of this profile is to give readers, including potential clients and business partners, a clear understanding of Sesderma. It will outline the company's services and solutions while highlighting the strategies used to remain competitive in the market.

The profile will also emphasize the company's strengths and its unique value proposition for customers globally.

To assist with this, we have prepared a series of questions for which we request your thoughtful responses.

### 1. Sesderma emphasizes the role of nanotechnology and liposomal delivery systems in its products. How does this technology differentiate from conventional dermatocosmetic approaches?

When we introduced Nanotech in 2008, Sesderma became one of the first laboratories in the world to apply nanoliposomes to dermatocosmetics. This proprietary technology, developed entirely in our own laboratories, is based on advanced encapsulation methods that allow actives to reach their biological targets with unprecedented precision.

Unlike traditional creams that remain on the surface, Nanotech encapsulates each active ingredient in

biocompatible, biodegradable lipid vesicles smaller than 100 nm, whose structure mimics the skin's own cell membranes. This design enables actives to cross the stratum corneum intact, delivering them gradually and effectively where they are needed most. The result is greater efficacy, enhanced stability, and exceptional tolerance—even with molecules that are typically irritating such as retinoids or acids.

Our encapsulation platform allows us to formulate both hydrosoluble actives (vitamin C, niacinamide, hyaluronic acid, glycolic acid, growth factors, EGCG, lactoferrin) and liposoluble ones (vitamin E, vitamin D, ferulic acid, retinoids), ensuring complete and synergistic skin treatment. Independent in-vitro studies have shown that liposomal retinol is up to 21 % more effective in collagen synthesis than free retinol, and that liposomal azelaic acid achieves superior depigmenting action with greater safety at lower concentrations.

Beyond improving penetration, Nanotech liposomes provide controlled release over time, delivering both immediate and long-term benefits while reinforcing the skin barrier. They also exhibit intrinsic epithelial-repair, antioxidant, and sebum-regulating properties. Importantly, Sesderma designs and manufactures its own liposomes—without intermediaries—ensuring total control of composition, size, and performance. Fifteen years later, this pioneering innovation continues to define our identity. Nanotech is not just a technology—it



is a philosophy of precision dermatology, now evolving into exosome-based systems that push the boundaries of molecular regeneration.

## **2. Given that Sesderma maintains quality assurance from product inception through marketing, how does it ensure regulatory compliance across different international markets?**

Quality is designed into every product from the beginning. Our facilities operate under ISO 22716 GMP, fully aligned with EU Regulation (EC) 1223/2009, the new U.S. FDA MoCRA requirements, and local frameworks across Asia, Latin America, and the Middle East. Every batch is traceable, clinically evaluated, and backed by toxicological and stability studies.

We apply a global dossier system, allowing one safety-efficacy core file to adapt to local documentation formats (EU PIF, FDA listing, UK SCPN etc.). Beyond compliance, we run post-market surveillance through our subsidiaries and partner dermatologists, ensuring constant feedback from real patients. Compliance for us is not a checkbox—it is an ongoing scientific dialogue between the laboratory, the regulators, and the skin itself.

## **3. Sesderma's product portfolio covers Beauty, Health, Nutricosmetics, and Home Devices. What challenges and advantages come from managing such a diversified product offering?**

Managing such a diversified portfolio requires scientific coherence and technological consistency. Each category—topical skincare, professional treatments, nutricosmetics, or devices—has different regulations and evidence requirements, but all share one goal: improving skin health from every angle. At Sesderma, we structure our innovation not by product type, but by skin need—aging, pigmentation, hydration, or sensitivity—so every line contributes to a unified dermatological ecosystem.

This approach allows us to develop synergistic and personalized regimens. Our latest generation of serums, The Power of 5, illustrates this perfectly. RETI AGE 5 combines five retinoids encapsulated in liposomes for powerful rejuvenation with high tolerance. C-VIT 5

brings together five stabilized forms of vitamin C for radiance and antioxidant protection. HIDRADERM HYAL 5 provides multilayer hydration through five molecular weights of hyaluronic acid.

Building on this legacy, we recently introduced EXOSES, the first Sesderma dermocosmetic line formulated with Lactobacillus-derived exosomes, capable of enhancing cellular communication and regeneration. This innovation represents the natural evolution of our liposomal Nanotech system—transforming delivery technology into true molecular dialogue with the skin.

In parallel, our nutricosmetics division is rapidly advancing, focusing on molecules that complement topical care through systemic benefits. We are currently developing Lactoferrin-based formulations in multiple applications—Defense (immune and infectious protection), Cognitive (neurological and mental support), and Longevity (combined with zinc and vitamin D3 for anti-aging resilience). Additionally, we are reintroducing liposomal Glutathione, a potent antioxidant and detoxifier, and creating liposomal Magnesium in advanced forms such as magnesium gluconate and magnesium bisglycinate, for optimal absorption and neuromuscular balance.

Together, these developments illustrate Sesderma's holistic approach—integrating biotechnology, dermatology, and systemic wellness—to create solutions that work both inside and out, reinforcing skin health through a truly 360° scientific strategy.

## **4. Considering the company's founding by Dr. Gabriel Serrano in 1989 and the ongoing family leadership structure, how might that heritage influence the company culture, innovation trajectory, and strategic decisions?**

When I founded Sesderma in 1989, my guiding principle was simple: listen to your skin. That sentence still defines our DNA. Family leadership allows long-term vision and emotional commitment to both patients and employees. It means investing steadily in science, not chasing fads.

Our culture remains profoundly medical. I continue to see patients and teach dermatology because observation in the clinic fuels our innovation pipeline. This philosophy is reflected in our Dr. Gabriel Serrano Dermatology

Clinics and Sesderma Skin Centers, a growing international network present in Spain, the Middle East, and Latin America, where we integrate advanced dermatology, aesthetic medicine, and continuous professional education. We are also expanding into preventive and regenerative medicine with the launch of the first Dr. Serrano Longevity Center in Valencia, a multidisciplinary facility that brings together cardiologists, endocrinologists, neurologists, and other specialists to address aging from a comprehensive medical perspective—combining prevention, regenerative therapies, and personalized wellness programs.

Today, Sesderma is present in more than 85 countries, with 23 subsidiaries that ensure scientific rigor, local adaptation, and consistent brand values across all markets. The company's future also rests on the next generation: my children, Pilar and Juanma Serrano, both trained in pharmacology and pharmacy, actively contribute to our laboratories and R&D divisions. Pilar, who studied at Oxford University and is currently pursuing a PhD in Nanomedicine, brings a strong academic and international perspective to our innovation strategy, while Juanma strengthens our technological and pharmaceutical development areas. Thanks to this direct connection with patients, professionals, and family leadership, we transform daily clinical experi-

ence into real innovation. Strategically, it ensures that our global expansion remains faithful to the principles that inspired the company from the beginning: science, empathy, and respect for the diversity of every skin.

**5. Sesderma offers a professional line (Mediderma) targeted to medical aestheticians and dermatologists. What considerations must the company take when balancing its consumer brand and its professional brand?**

Mediderma is the professional extension of our dermatological expertise. It provides physicians and aestheticians with medical-grade peels, boosters, regenerative treatments, and cutting-edge medical devices that complement the daily homecare provided by Sesderma products. The key is synergy without overlap—both lines share the same scientific backbone, based on liposomal and nanotechnological delivery systems, ensuring a seamless transition between professional treatments and home maintenance. Among our most successful innovations are the NANOPORE devices, such as NANOPORE Stylus 02 and NANOPORE Pen 02, which have become international benchmarks in microneedling technology, outperforming other systems in precision, safety, and clinical efficacy. Recently, we also introduced NANOPORE EMSES RF, a device whose





efficacy lies in the synergy of four advanced technologies: Radiofrequency (RF) improves elasticity, reduces sagging, and smooths wrinkles; Microcurrent (EMS) stimulates new collagen synthesis and enhances microcirculation; Blue LED light improves active absorption and delivers anti-inflammatory, soothing effects; and rotational stimulation reinforces the lifting and tightening action. The result is visibly firmer, revitalized skin achieved through advanced, non-invasive technology.

In parallel, Mediderma continues to innovate in exosome-based therapies, working closely with Sesderma on the EXOSES Medical line—a new generation of regenerative treatments that use probiotic-derived exosomes (*Lactobacillus brevis*) combined with liposomal lactoferrin to stimulate the skin's natural repair mechanisms and collagen production up to four times more effectively. These protocols—EXOSES LB+, LA, LW, and GF—offer tailored medical-aesthetic solutions for luminosity, firmness, depigmentation, and hair restoration, providing visible results from the very first sessions.

In this way, Mediderma represents the medical and technological vanguard of our group, while Sesderma translates those same scientific breakthroughs into daily skincare routines for every patient, completing a full circle of innovation—from the clinic to the home.

**6. In the context of global expansion (over 70 countries, multiple subsidiaries), what are the key risks Sesderma must mitigate in supply chain, local regulation, and brand consistency?**

Our growth model is based on scientific discipline and logistical resilience. We mitigate supply-chain risk through dual sourcing of key ingredients, validated alternative manufacturers, and strategic raw-material reserves. Regulatory divergence is addressed via a centralized regulatory-intelligence team monitoring every market—from the EU Omnibus Acts to MoCRA and Asian standards. Brand coherence is protected through strict training and content control. Every distributor and subsidiary undergoes scientific onboarding so that a Sesderma product in Dubai or Bogotá delivers the same message and results as in Valencia. Our digital education ecosystems and KOL networks ensure that global expansion never compromises the integrity of the brand.

**7. The EXOSES line is described as “pioneers ... using exosomes in cosmetics ... visible and long-lasting results in just 28 days.” What scientific and regulatory challenges might Sesderma face in substantiating such claims?**

Exosomes are one of the most exciting frontiers in dermatological research—microscopic messengers that enable cell-to-cell communication and natural skin regeneration. Sesderma was the first Spanish laboratory to incorporate exosomes into cosmetic formulations, launching EXOSES Serum and Cream, which deliver visible improvements in firmness, elasticity, and luminosity within 28 days.

Our EXOSES products use *Lactobacillus*-derived exosomes, combined with advanced actives such as HP Retinoate, niacinamide, hyaluronic acid, organic silicon, and arbutin, all encapsulated in our Nanotech liposomes for optimal penetration and tolerance. Objective testing showed up to +38 % firmness and +17 % elasticity after four weeks.

In parallel, our professional brand Mediderma introduced EXOSES Medical, a regenerative treatment line based on probiotic-derived exosomes (*Lactobacillus brevis*) and liposomal lactoferrin, capable of stimulating collagen synthesis up to four times more effectively. These protocols—EXOSES LB+, LA, LW, and GF—offer visible improvements in luminosity, firmness, pigmentation, and hair density from the first sessions.

Currently, our R&D department is also developing a new generation of exosomes derived from milk combined with liposomal lactoferrin, exploring their anti-aging, depigmenting, and hair-loss-prevention potential. This research represents the next step in Sesderma's mission to translate molecular science into safe, effective, and truly regenerative skincare. Beyond EXOSES, several new projects are underway to extend the application of exosomes into specific dermatological and intimate-care areas. One of them is AZELAC RU Dark Circles with Exosomes, a breakthrough treatment designed to target periorbital pigmentation and micro-circulatory imbalance, improving luminosity and reducing dark circles through regenerative communication pathways. Another innovative product, NANO-CARE Intimate with Exosomes, addresses female intimate wellness by improving tone, elasticity, and muscle firmness, while promoting healthy lubrication.

and tissue regeneration. Its formula combines papaya extract, wheat germ, rucinol, lactic acid, and lactoferrin, creating a vaginal tightening gel that enhances comfort and tissue vitality through natural bio-signaling.

Additionally, we are developing REPASKIN HEAT, a next-generation photothermal sunscreen designed for individuals exposed to intense heat environments—such as professionals in the Middle East or those working in kitchens—where melasma and dermal damage are aggravated by high temperatures. This SPF 50 formulation combines *Physalis pubescens* fruit juice, quercetin, vitamin C (ethyl or liposoluble), and vitamin E, along with exosomes and glycyrrhetic acid derivatives, to provide antioxidant defense against reactive lipids and heat-induced free radicals. Enhanced with cacay oil and water resistance, REPASKIN HEAT protects and restores the skin from photo- and thermo-induced stress.

Because human-cell exosomes remain restricted in most regions, we exclusively use non-human, probiotic, or biocompatible sources, fully compliant with cosmetic regulations. For me, exosomes are the logical evolution of liposomes—intelligent, biocompatible carriers that teach the skin to regenerate itself safely and effectively.

**8. Sesderma states a mission to “manufacture safe, effective and high quality products, tailored for every skin type ... with full-time, high level assessment to professionals and customers.” How would you design a feedback loop or clinical validation process to realize that mission?**

Our innovation model is cyclical and evidence-based. It starts with mechanistic research—molecular studies, in vitro and ex vivo testing—followed by clinical validation under dermatological supervision. We use objective instruments (cutometry, corneometry, colorimetry) and patient-reported outcomes to ensure every claim is measurable and meaningful.

After launch, we collect real-world data from our international network of professionals and from patients attending our Dr. Gabriel Serrano Dermatological Clinics and Skin Centers in Spain, the Middle East, and Latin America. Their feedback informs ongoing formulation improvements and new product development.

Education closes the loop: we provide global training for dermatologists, pharmacists, and aestheticians through Sesderma TV, webinars, and congresses. I also personally take part in this educational mission, delivering lectures, symposiums, and presentations at the most prestigious dermatology congresses worldwide, sharing our scientific findings and promoting collaboration between clinicians and researchers.

In this way, our mission evolves into a living process where science, practice, and patient experience continuously refine one another.

**9. Soficu Group represents your expansion beyond dermatology — into hospitality, sustainability, and social impact. How does this project connect with your vision of wellbeing and legacy?**

Soficu Group was born as a natural evolution of my philosophy that health, beauty, and wellbeing must extend beyond the skin. The name “Soficu” comes from my youngest daughter, Sofia, and symbolizes wisdom—a reflection of the experience gained after decades dedicated to dermatology, innovation, and human care.

Through Soficu Group, I wanted to translate that same spirit into new sectors such as hospitality, wellness tourism, gastronomy, and education, always under the principles of sustainability, respect for local communities, and the pursuit of happiness through service.

Our first hotels—Soficu Hotel Edén and Soficu Hotel On the Beach, located in Bayahíbe, on the southeastern coast of the Dominican Republic—embody this vision: luxury integrated with nature, designed to offer authentic experiences of peace, health, and reconnection. We are now expanding with new projects in Cumayasa, a hidden paradise that will soon become a model of green and health tourism, combining eco-resorts, medical wellness, and social development.

Soficu Group also encompasses restaurants (like Perla Blue), fashion boutiques, skin centers, and even telecommunication and mobility services, all conceived as part of a holistic ecosystem of wellbeing. Beyond tourism, we have created the Sesderma Academy of Arts and Trades, offering vocational training for local youth and women, empowering them through employment and education.





For me, Soficu Group is not just a business initiative—it is a legacy project. It unites my passion for medicine, beauty, and humanity, showing that science and empathy can build not only healthier people, but also healthier communities and environments.

**10. Cacay oil has become a central ingredient in your recent innovations. What makes it so special?**

Cacay oil—often called “the liquid gold of the Colombian Amazon”—is one of the most complete and valuable natural ingredients I have ever worked with. Indigenous communities have used it for generations to treat irritation, dermatitis, rosacea, sensitivity and environmental damage. Scientifically, it stands out for its exceptionally rich composition: natural pure retinol, vitamin E and omega-rich essential fatty acids.

This combination provides powerful regeneration, antioxidant protection, barrier repair and deep soothing benefits. Through our Nanotech delivery system developed in Spain, we have transformed this ancestral

ingredient into high-performance formulations such as SESCACAY. Clinical studies show visible improvements in firmness, comfort and luminosity in just 28 days. For this reason, cacay oil will become increasingly integrated across our future Sesderma formulations.

**11. Beyond its dermatological value, cacay is linked to your social and environmental initiative, Proyecto País. Can you tell us more?**

Proyecto País is one of the most personal and meaningful initiatives of my entire career. Although my professional life has been closely tied to Spain for decades, I was born in Colombia—land of extraordinary biodiversity, ancestral wisdom and deeply rooted

indigenous cultures. Cacay grows naturally in the Amazon, and it is harvested by indigenous families who have used this oil for generations to soothe dermatitis, reduce inflammation and promote skin health. Their knowledge of nature, healing plants and holistic medicine is not theoretical—it has allowed them to survive for centuries without access to Western medicine.

Through Proyecto País, my goal is to honour this heritage and create a development model that returns value to the communities that have protected this resource. The initiative focuses on fair-trade practices, dignified and stable employment, economic autonomy, improved access to education and healthcare, and the preservation of traditional harvesting methods. We also seek to protect biodiversity and support environmental sustainability in the Amazon region.

For me, cacay is not just a dermatological discovery—it is a bridge between Colombia and the world. Proyecto País ensures that the scientific and commercial value derived from this extraordinary ingredient also benefits



the people and territories where it originates. It allows us to unite ancestral wisdom and modern science in a way that is ethical, responsible and transformative.

**12. You are now expanding into longevity medicine. What can you tell us about the new Dr. Gabriel Serrano Longevity Centers opening worldwide?**

Longevity medicine is the most ambitious extension of my philosophy: the skin is a reflection of total health. Today, longevity cannot be understood without addressing dermatology, neuroscience, nutrition and regenerative medicine as a unified ecosystem. This vision has led us to open the new Dr. Gabriel Serrano Longevity Centers in Doha, Dubai, Qatar, Bogotá, Bayahibe, Madrid, Valencia, Shanghai and Moscow, with several new destinations already planned. These centers are truly unique in the world.

One of the pillars of our Longevity Centers is the use of advanced neurostimulation technologies, including photobiomodulation and electrical brain-stimulation therapy. These techniques have remarkable impact on mental and emotional wellbeing: from migraines, anxiety and sadness, to depression, cognitive decline and emotional dysregulation. The response we have seen in patients is extraordinary—these therapies help balance and strengthen the brain's activity, which in turn improves overall wellbeing.

But longevity goes far beyond neuromodulation. Our centers also offer personalised nutritional guidance, targeted supplementation and scientifically designed antioxidant programs. We are developing functional foods—such as nutrient-rich beverages, yogurts and nutraceutical formulations—to improve cellular resilience, strengthen the immune system and enhance cognitive longevity. Our goal is to help people not only live longer, but live longer with clarity, vitality, physical strength and emotional balance.

The Dr. Gabriel Serrano Longevity Centers mark a new chapter in integrative healthcare: a place where dermatology, neuroscience, nutrition and wellness come together. They represent our belief that ageing well is not merely an aesthetic journey, but a scientific, emotional and biological one. This holistic approach, I believe, is the future of medicine—and it is one of the contributions I hope to leave as part of my legacy.

Kindly share a short bio of the CEO/Founder.

Dr. Gabriel Serrano Sanmiguel is a dermatologist, researcher, lecturer, and the founder of Sesderma Laboratories and Mediderma, with more than four decades dedicated to advancing dermatology through science, clinical practice, and education.

Born in Barranquilla, Colombia, he moved to Valencia, Spain, where he completed his medical studies and specialized in Dermatology at the University of Valencia. There, he discovered his vocation for understanding the skin not only as an organ, but as a reflection of health, identity, and emotion—an approach that would shape his lifelong medical philosophy.

Before founding Sesderma, Dr. Serrano built a long and distinguished medical career. He served for more than 25 years as Head of Dermatology and Emergencies at Hospital General Universitario de Valencia, where he developed pioneering chemical peel and mesotherapy protocols that laid the foundations for modern aesthetic dermatology in Spain. In 1975, he opened his first private practice—the Clínica Dr. Gabriel Serrano in Valencia—beginning a journey that now spans over 50 years of continuous medical practice dedicated to patient care, research, and education.

In 1989, Dr. Serrano founded Sesderma Laboratories with the mission of transforming dermatological research into effective, accessible, and personalized skincare solutions. Throughout his career, he has been a pioneer in several fields of dermatology and cosmetic science—introducing glycolic acid, chemical peels, and microdermabrasion protocols in Spain, and later, in 2008, becoming one of the first to apply nanoliposome technology to dermocosmetics. In recent years, he has led the introduction of exosome-based therapies, consolidating his role as a leader in molecular dermatology and regenerative medicine. He has authored or co-authored more than 400 scientific publications.

Dr. Serrano remains deeply committed to clinical practice, leading consultations and training through the Dr. Gabriel Serrano Dermatological Clinics and Sesderma Skin Centers in Spain, the Middle East, and Latin America—spaces where science, innovation, and patient care converge. In the United Arab Emirates, he currently directs a Dermatology Clinic and Skin Center in the Dubai Mall, one of the world's most prestigious



medical and commercial locations and is preparing the opening of a new clinic in Jumeirah, an exclusive coastal residential area of Dubai renowned for its luxury lifestyle and international appeal. This network will soon expand further with the opening of the Dr. Serrano Longevity Center in Valencia, a multidisciplinary hub bringing together cardiologists, endocrinologists, neurologists, and other specialists to address aging from a preventive and regenerative perspective.

Academically, he serves as Honorary Professor at Udayana University (Bali) and has been Associate Editor of the Journal of the American Academy of Dermatology (JAAD). In 2018, he was named Numerary Member of the Illustrious Academy of Health Sciences Ramón y Cajal (Spain), acknowledging his lifelong contribution to medical science. Over the years, Dr. Serrano has received numerous national and international awards, including the Lifetime Achievement Award from the Spanish Academy of Dermatology and Venereology (AEDV); Man of the Year 2019 by Les Nouvelles Esthétiques (Russia); the A Tu Salud Award for Sesderma's trajectory (La Razón, 2019); the A Tu Salud COVID-19 Research Award (2021); the Community Service Award (Rotary Club of Valencia, 2023); the Paul Harris Fellow Award (Rotary Club, Dominican Republic, 2024); and the Award for the Fight Against Childhood Cancer from the El Sueño de Vicky Foundation (2024).

A frequent speaker and symposium chair at major international dermatology congresses—including AAD, EADV, IMCAS, AMWC, WCD, and AEDV—Dr. Serrano is recognized for bridging clinical experience and scientific innovation.

Beyond his scientific and medical career, Dr. Serrano has devoted much of his life to philanthropy and humanitarian work, guided by his belief that “Those who have been fortunate have a moral duty to help.” His social action focuses on promoting autonomy, education, employment, and healthcare for vulnerable communities around the world through several foundations he leads or supports:

1. Sesderma Bali Foundation (Indonesia): dedicated to employment and education for women, empowering local communities through sustainable training programs.
2. Dr. Gabriel Serrano Foundation (Dominican Republic): offers free medical care, dermatological services, education, and social programs for disadvantaged populations.

3. Carmen Sánchez Foundation (Mexico): provides reconstructive and dermatological care for women who are survivors of acid attacks, supporting their physical and emotional recovery.
4. Operación Cicatriz (Colombia): supports reconstructive treatments and rehabilitation for burn victims, restoring function, dignity, and confidence.

In 2022, he published “The Story of My Life”, an autobiography that goes beyond medicine—it is a journey through science, family, faith, and resilience, a testimony to how listening to people and their skin became his life's mission.

At the heart of his legacy lies his family, the foundation of his values and the continuity of his work. He shares his life with his wife, Claudia, and their children: Gabriel, Ceci, Juan Manuel, Pilar, Javi, and Sofia, who represent both his greatest pride and the future of the Serrano legacy.

These humanitarian, scientific, and personal dimensions reflect a life guided by empathy and service. Under his leadership, the Sesderma Group now operates in more than 85 countries, with 23 subsidiaries worldwide. His philosophy, “listen to your skin,” has become both the foundation and the global message of Sesderma—embodying his belief that true innovation begins with empathy. From nanoliposomes to exosomes, from clinical dermatology to longevity medicine and humanitarian action, Dr. Gabriel Serrano's legacy unites science, compassion, and human understanding.

