

09.08.2025

Wilfredo Pérez de Quevedo: “Sesderma Rus” will help anyone who needs our help”

Over the latest year the cosmetology sector in Russia has been going through a raging boom, and Sesderma, a Spanish brand, has become a leading player on our market. Wilfredo Pérez de Quevedo, advisor to the President of the company with the same name, head of Sesderma representative office in Russia and CIS, answered questions of BM Moscow Foresight.

- Would You please remind our readers when did Sesderma open its office in Russia?

- We opened on January 28, 2015. The ceremony at the Ritz-Carlton Moscow hotel brought together more than 200 guests – executives of major Russian pharmacy chains and clinics, dermatologists and cosmetologists, journalists, beauty editors and bloggers. The company started out at Yandex Market in 2020. We operate under the FBY (Fulfillment by Yandex) model – direct sales from stock. Products are packaged, stored and delivered by the marketplace. We, as a seller, have only to keep track of the product assortment and prices, and also maintain timely delivery of our goods to the marketplace inventory.

- **How wide is the presence of the products by Sesderma in the territory of the Russian Federation today, and in which cities are they available?**

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- Our motto is: “Sesderma products must be available to anyone in need of them!” All corporate efforts aim to promote the two key product lines on the Russian market – home skin care and professional skin care. At the same time, all our customers are perfectly aware that Spanish cosmetology not only seeks to maintain youth and beauty, but also to treat those who have discovered dermatologic issues.

Starting from 2020, the Russian office of Sesderma has had great plans. We are known throughout the territory of the RF – from Kaliningrad to Vladivostok. And because we are now not only a “Rus” company, but a “CIS” one as well, cosmetology and medical products under the Sesderma brand are freely available in Armenia, Belorussia, Kazakhstan, Kyrgyzstan and Uzbekistan.

Currently we are busy with opening our office in Tbilisi. I hope it will happen very soon. From the territory of Georgia, I believe, we will be able to set up our operations with North Macedonia and Bulgaria.

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- Senor Wilfredo, You speak very good Russian. What was it that made You learn this complicated language: business necessity or desire to get a deeper understanding of Russia?

- Back in the day, I, a young specialist at the time, was sent to work in the USSR. I realized: to run a successful business, you need to know the history, culture of the host country and speak the language of its people.

I used to head the Representative Office of the Government of Valencia in Russia, since 2011 I have been an advisor to Gabriel Serrano Sanmiguel, President of Sesderma, starting from 2020 I am the head of the representative office of the company in the RF. Naturally, my knowledge of the Russian language has come in very handy for me in my work.

With time, I came to the conclusion that if I want to negotiate with my partners in Siberia or in the Far East on equal footing, then I need to keep improving by knowledge of Russian.

- Over ten years of Your work at the Moscow office You have seen a lot of good things, though, probably there were some issues too. Could You please tell our readers of Sesderma corporation achievements in Russia?

- The corporation presents more than 200 products on the Russian market – this is almost a half of the whole assortment of Sesderma products. This figure is constantly updated.

We have established business cooperation with municipal and regional authorities. We have been getting more and more clinic representatives, dermatologists coming to visit us for a consultation. All of them are quite interested in cooperating with Sesderma specialists. There is a very simple explanation for this: the products, manufactured by our company, have proven to be beneficial both for women and for men, meaning they really cure skin diseases, occurring in Russians.

Moreover, our products are made from natural high-quality raw materials, including use of nanotechnologies.

I would like to emphasize that Sesderma is guided by principles of humanism and is not chasing profits. It is of utmost importance to help people maintain their health and beauty, and also provide dermatological care to those patients who need it.

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- What skin problems are dominant with Russians today, in light of deteriorating environmental conditions?

- Residents of all megalopolises of the planet face adverse environmental impact every day, including dust, exhaust gases, hazardous industrial emissions, poor quality of water. All of these cause harm to all human organs, including skin.

Deterioration of metabolic processes in the skin, allergic reactions, dryness, dehydration, hyperpigmentation, loss of elasticity, dull complexion, premature ageing, wrinkles – this is only a small list of issues, which could arise due to adverse environmental conditions in a modern city.

You know, there are environmental issues in Madrid and Valencia too. But I feel good in Valencia. And I feel good in Moscow too. I've got plenty of walking spaces. There is a wonderful thick forest next to my home and a beautiful bay nearby. It's lovely in summer and even better in winter.

But let's speak frankly: Moscow has environmental issues. I am not even speaking of factories and plants with smoke stacks everywhere. Nevertheless, there are at least 20 million people living in the Moscow region, and almost everyone has a car. Whether we like it or not, but gasoline engines of these cars pollute the air, which means people are suffering.

Exhaust gases could penetrate skin, destroy epidermal cells, elastin and collagen molecules and trigger free radicals into action. This reduces skin elasticity, it becomes dull and fragile. And free radicals, as it is known, launch aging processes.

Let us compare, for example, two 50 year-old men from a Spanish and a Russian city. The difference would be obvious – a Russian man, judging by his skin condition, looks about 10 years older than his Spanish counterpart. This does not apply to women. Almost all women in Russia take good care of themselves, pay attention to their nutrition and skin conditions. Modern cosmetics products assist them in their efforts.

Sesderma manufacturing company offers all products, necessary to help the Russians learn about taking care of themselves – moisturize and nourish their skin with unique healing creams. This is an absolute must, starting from one's teenage years.

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- Is it true that Your specialists provide 24/7 online consultations for everyone?

- Yes, it is true, we conduct online consultations around the clock, and these are immensely popular. I, for one, support the motto: “A woman has to look beautiful around the clock”.

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We believe that our Russian partners – dermatologists, cosmetologists, shop and beauty parlor assistants, just customers, - have the right to get a competent professional answer to their question from the company experts at any time, day or night. This is the reason behind our establishment of a medicine department, which is required to respond to any queries or requests of Russians. I, as the head of the representative office, also adhere to this principle. If doctors or cosmetologists fail to get an instant answer, they would go to a different company.

- You know Moscow quite well. Do You like the changes that have happened in the city over the last few years?

- I remember Soviet Moscow all too well! When I was sent on a business trip to Moscow, let me tell you, I went with lots of fears. But it came as a surprise to me, when I saw a modern, very beautiful, colorful European city. There are many elegantly dressed people on the streets, good roads, green squares and parks. Everything is clean.

My favorite spots in the city are described in Mikhail Bulgakov's novel "Master and Margarita". This is, first of all, old Moscow, which is still breathing today, it has a soul. You can write a history novel about any building here.

Under no circumstances Moscow can be compared with any other European capital. I, for one, am a passionate theatergoer. Moscow has theaters for any taste – drama, opera and ballet theaters. I have visited the most renowned Western theaters, but the pleasure I get going to theaters in Moscow is unmatched by any other theater in the world. Unfortunately, lately I haven't had enough time for leisure, I am very busy. We have just come from Kyrgyzstan; in two days we will fly to Kazakhstan. Today we are in Moscow and tomorrow we are in Dubai. Nevertheless, Russia is always with us.

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