

15.08.2025

Gabriel Serrano Sanmiguel: “Listen to your skin, it sends you distress signals”

Dr. Gabriel Serrano Sanmiguel, a world-renowned dermatologist, member of the Spanish and European Dermatology Academies, has been studying and treating dermatology issues for over four decades. Over this time Sesderma, a company he founded, has become a leading global manufacturer of professional cosmetics. In his interview to BM.Moscow Foresight magazine, Dr. Gabriel Serrano Sanmiguel spoke of the Sesderma brand history and of the demand the brand enjoys in Russia:

- What, in Your opinion, makes the healthcare and anti-ageing products, developed and manufactured by Sesderma, so special?

- First of all, our products are unique because they are completely safe. Human phospholipids age with time, and we essentially propose a replacement for these: our nanoliposomes with active ingredients not only deliver valuable components precisely to their target in a human body, but also replace those natural lipids, which deteriorate with time. This results in 100% absorption of our product at cellular level.

And the effect of a Sesderma treatment is there for all to see! Our customers usually stand out in a crowd, because they have young faces. I notice this when I look at my university mates: in our group photos, I look much younger and fresher than my aged mates! :)

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But this happens not only to me, but to anyone who uses Sesderma products.

- Could You please tell us about the history of Sesderma establishment.

- The idea to establish a Sesderma laboratory came to me when I was still a practicing dermatologist and conducted lab classes at the Valencia University. Listening to my patients, I came to a conclusion that Europe lacked efficient cosmetological remedies, required to treat skin diseases. I came to realize that these remedies have to be developed from scratch.

This is how I became the founding father of the Sesderma manufacturer company, making products that meet requirements of dermatologists and their patients.

Today the Sesderma brand is known in more than 90 countries across the world. Our new production facilities in Puzol (Valencia) have significantly increased Sesderma’s production capacity. Along with the expansion of our market share in such countries as the USA and China, the company has also launched operations in the Great Britain, Vietnam and South Korea. Moreover, we have branches in 30 countries with our own employees.

Sesderma has been operating in the Russian Federation for 35 years, and about 10 years ago we opened a branch in Moscow. The Russian office reports to the corporate headquarters, located in Valencia, Spain.

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- Which skin issues, do You think, are the most pressing today, taking into account the current pace of living and adverse environmental conditions?

- Skin condition is an indicator of what is happening in our bodies, and one could only speak of a healthy and beautiful skin when a body is on a healthy pace. All external factors, like environmental conditions, viruses or bad nutrition due to a crazy pace of life, will ultimately be reflected by one's face.

Our skin, just like a litmus test, manifests everything that is happening with our organs and body systems. For example, such diseases as psoriasis or other atopic disorders, are directly related to the condition of skin microbiota – it is very responsive to diseases or lack thereof, atmospheric phenomena, gastrointestinal tract conditions.

It is an integrated system: an internal process will be inevitably reflected by skin, which, just like a thermometer, displays body "temperature", meaning its overall condition. In turn, when we look at such dermatological diseases as acne, white spot disease, atopic seborrhoea or alopecia, we understand: these issues are also related to internal "breakdowns" in a body, which could arise for many various reasons.

- What does Your corporate motto "Listening To Your Skin" imply?

- Our skin sends us distress signals, if there is something wrong with our body. It is another matter that a dermatologist should interpret these signals correctly. For example, when a patient is stressed out, he may get a light itch, which could gradually turn into neurodermatitis.

Or we sometimes could see patients with dull yellowish or greyish skin, and then we should immediately ask questions: "You may have chronic lack of proper sleep and your skin is signaling for an immediate change of your daily routine?"

A dermatologist should always ask a patient about his way of life to be able to understand how to improve the situation. It may come as a surprise to you, but the lion's share of issues could be resolved just by high-quality moisturizing of your face.

Along with properly prescribed cosmetic products, it is of utmost importance to get your nutrition right and to limit alcohol consumption. Trust me, your skin will respond to this in the best way.

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- What are specific features of Russian customer skin, in Your opinion?

- Today I have quite a lot of friends in Russia, including among my doctor colleagues. We have worked together for many decades. This is why I could frankly say: I have my own, informal opinion about Russia.

The whole world knows that the Russians care for their looks very much – especially women. This seems to be a cultural trait of their mentality, passed from generation to generation. Unlike women from other countries, Russian women are always mindful of their appearance: they want to look their best in any circumstances.

By the way, in Europe they call filler injections for lip augmentation “Russian lips”, because this procedure is especially in great demand in your country. Russian women are primarily interested in moisturizing not only of their skin, but hair as well. Anti-ageing cosmetic products to prevent early ageing enjoy great demand.

And I also have noticed that you are perfectly aware that beautiful skin largely depends on body conditions and this is why you are actively interested in proper nutrition and quality of cosmetic products. It is important for you that cosmetic products should not only be efficient, but also safe and without any potentially harmful substances. Russian women are enthusiastic about retinol and vitamin C content of products. We have these in our product ranges.

Essentially, we at Sesderma offer all of the above. Our products are developed on the basis of advanced nanotechnologies, do not contain any harmful or objectionable components and provide excellent skin effects.

- **Where are Sesderma production facilities located?**

- The largest and a most sophisticated Sesderma plant in the world with the floor area of 30 thousand square meters is located in Puzol. We opened it five years ago. The plant used to be located in a different area, but a huge increase in the demand for Sesderma products forced us to ramp up our production capacity. Our company had stayed in Valencia, because the nanotechnology industry is very important for Spain. Moreover, today all medical, not only dermatology clinics across the world use nanotechnologies.

- Have You considered building a plant in Russia?

- Going forward, I have plans to open bottling and packaging plants for Sesderma products in Russia and somewhere in Asia.

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But for now it all depends on required production volumes in your country.

- You have Your clinics all over the world ...

- Yes, in Spain, the United Arab Emirates, the Dominican Republic, in a few South American countries. I have a dream of opening a clinic in Moscow, to educate Russians about skin care. As you know, I am a dermatologist and have taught at Spanish and UAE universities for almost 30 years. My guiding principle is: if you have knowledge and skill, teach others, if you have none– go and learn.

- Are anti-Russian sanctions any trouble for Your business?

- Everyone in Europe had said we would fail, when after February 2022 Sesderma decided to go on with its business in Russia. I had been warned: you would miss out on your sales, you would go bust. But I know Russian women all too well! Beautiful Russian women love caring for themselves and have developed an affection for Sesderma products. Actually, our profits in Russia over these years have grown more than in any other country branches, where there are no military conflicts whatsoever.

- Could you please share Your impressions of Moscow – what is it that You like about it, or maybe there is anything You don't like?

- I have always supported Russia, I am in awe of its history, literature, its achievements, beautiful cities, and especially of Moscow. Regretfully, I have not visited the country for six years. I remember and love the city since the Soviet times. Since then the Russian capital has changed a lot and become more beautiful.

For some reason, first I have noticed that avenues and streets all over the city are broader, roads are even better than in Europe. There are many new high-rise buildings. There are parks everywhere with lots of children at all times. Life goes on, despite the pandemic and the military conflict.

I hope that Sesderma will continue working in various cities of your country, helping people maintain their good health and beauty.

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DR GABRIEL SERRANO SANMIGUEL

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Dr. Gabriel Serrano is one of the most prestigious dermatologists worldwide. He has more than 45 years of experience and has treated nearly 50,000 patients, being a pioneer in solutions for vitiligo and skin cancer. He currently has medical clinics and skin centers in Madrid, Barcelona, Dubai, Bayahibe and Bogota, in addition to the first one he opened in Valencia in the late 1970s.

In 1989 he founded Sesderma and Mediderma laboratories, in response to the lack of dermatological products that existed in those years, becoming one of the fathers of today's dermocosmetics. He is also a pioneer in the use of nanotechnology in the development and manufacture of dermatological products and food supplements, making Sesderma one of the most innovative laboratories with a presence in more than 85 countries around the world. The group currently has the Sesderma, Mediderma, Sophieskin and Dr. Serrano brands, as well as the manufacturing division for third-party Dermopartners. Sesderma means dermatological innovation at the service of skin well-being.

SESDERMA GROUP is the leading Spanish dermatological laboratory, with presence in more than 85 countries. Founded by DR. GABRIEL SERRANO in 1989, it focuses its efforts and dedication to the research, development, formulation and manufacture of dermocosmetic products, advanced nanonutraceuticals, and cosmetics for medical-aesthetic use thanks to its great specialization in R+D+i. The group currently has the SESDERMA, MEDIDERMA, SOPHIESKIN and DR. SERRANO brands, as well as the manufacturing division for third-party DERMOPARTNERS. Its motto, Listening to your skin, defines the essence of a laboratory that takes care of the health and beauty of the skin. SESDERMA GROUP means dermatological innovation at the service of skin well-being.

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