

## PRESS RELEASE

### **SÜDA CARE sets a new highlight among the care products with foam creams**

**Karlsruhe, 20.10.2022: SÜDA CARE, the care series from SÜDA, offers a comprehensive product selection for the optimal care of the feet with the four different care lines. In doing so, the brand pays special attention to the changes in needs in society and tries to implement them. For example, the care series has recently included new SÜDA CARE foam creams, which fulfill the desire to be absorbed quickly and yet provide intensive care.**

The three new foam creams are easy to apply evenly to the skin, are extremely economical and are absorbed quickly. Since no greasy film forms as with conventional creams, socks can be put on immediately after application.

The SÜDA CARE foam creams are free of silicones, parabens as well as PEGs, vegan, dermatologically tested and recommended for diabetics. All three refer to different skin types and are therefore suitable for different care application: Calluses as well as chapped skin, very dry as well as cracked skin and fungus-sensitive skin. Due to the innovative active complexes, the desired care goals are achieved.

"With our new SÜDA CARE foam creams, which are manufactured in Germany, we offer the foot care and podiatry industry innovative products with outstanding quality. They particularly impress with their individual care properties and with an excellent price-performance ratio. We are pleased to be able to offer them now." - Julian La Fontaine, Managing Director IONTO Health & Beauty GmbH.

#### **About IONTO Health & Beauty GmbH**

IONTO Health & Beauty GmbH combines the strong brands IONTO-COMED, SÜDA and CARE MORE and offers a wide range of innovative and practical products for wellness, cosmetics and foot care & podiatry - from devices and treatment chairs and tables to consumables and complete cabin equipment.

#### **IONTO-COMED**

As one of the leading suppliers in the field of apparatus cosmetics, IONTO-COMED develops and produces the equipment with which cosmeticians can effectively and sustainably help their customers to achieve more beauty, relaxation and well-being.

#### **SÜDA**

As a pioneer of modern foot care, SÜDA has been manufacturing highly functional equipment for foot care and podiatry for 90 years. With an exceptionally broad spectrum - from dry and wet technology to compressed air technology and combination systems to pneumatic units as well as highly functional equipment variants - SÜDA offers the right solution for every requirement.

#### **CARE MORE**

With around 3,000 articles from the fields of cosmetics, foot care, wellness and nails, CARE MORE as a full-range supplier provides cosmeticians professionally and reliably with everything they need for their daily work in the institute and practice. In addition to a large selection of well-known brand products, CARE MORE offers a variety of interesting private labels - quality products with an excellent price/performance ratio.