

## PRESSEMITTEILUNG

### **SÜDA CARE successful with new natural line NATURE**

**Karlsruhe, 06.09.2021: The SÜDA CARE series offers podiatrists innovative foot care products with effective ingredients for a special foot care experience. With the care series, the SÜDA brand takes on the task of developing and advancing the industry with innovative products. Therefore, at the beginning of 2020, SÜDA CARE presented a new care line - the NATURE line.**

NATURE is especially suitable for mindful care and offers a feeling of healthy and beautiful feet. All products of the natural line are certified in accordance with the COSMOS standard of Ecocert greenlife (COSMOS NATURAL a. COSMOS ORGANIC) and bestow a soothing care experience. In addition, they help to maintain the functions of cells, tissues and organs through plant-based ingredients.

The goal of the natural care line was to develop natural cosmetic foot care products for different skin types to be used by podiatrists as well as chiropodists. SÜDA CARE realized this and produced their newest items with natural skin-friendly ingredients, based on the so-called superfoods, which have a wide range of different properties, e.g. anti-inflammatory, antibacterial or wound-healing. The focus on sustainability is not only on the ingredients of the products, but also on the packaging, which is recyclable and biodegradable.

The use of NATURE products usually takes place as a final care, after a foot treatment. All products are user-friendly and easy to apply to the skin. Additionally, the natural line is equally suitable for use at home, as well as in a practice.

"Our new NATURE natural cosmetics line from SÜDA CARE offers podiatrists innovative-natural foot care products that provide soothing moments in hectic everyday life through a special scent and touch experience. We are very pleased with the large amount of positive feedback on our new care line." - 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 it 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 enhance their 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.

#### **SÜDA CARE**

The care series offers innovative natural foot care products with effective, pampering ingredients, which give an extraordinary foot care experience and wellness feeling. The SÜDA CARE products meet the highest qualitative standards and contain only skin-friendly substances with special emphasis on natural ingredients.

#### **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 anything they might need during their daily work routine. In

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.