

PRESSEMITTEILUNG

SÜDA presents successful relaunch of the SÜDA CARE care series

Karlsruhe 12.02.2021: SÜDA has been developing products for professional foot care for around 90 years and has set itself the goal of making everyday life easier for chiropodists and podiatrists by providing suitable foot care equipment, furnishings and preparations. Especially our own care series SÜDA CARE is used by a large number of customers. SÜDA CARE offers innovative, natural foot care products and has been shining in a new design since the beginning of 2020.

The focus behind the change of SÜDA CARE was specifically set on the optimization of the packaging design. New bright colors highlight the modernity as well as the professionalism of the SÜDA brand. Each care line has its own clearly distinguishable color and clearly stands out from competing products.

The relaunch of the care line design was accompanied by the launch of the new care line SÜDA CARE NATURE. The new natural care line, which is certified as natural cosmetics (ECOCERT COSMOS NATURAL and ECOCERT COSMOS ORGANIC), provides a special scent and touch experience and meets the challenges of daily stressed feet. SÜDA focuses exclusively on skin-friendly substances with special emphasis on natural ingredients in all care lines. With the range of SÜDA CARE, the brand supports the instrument-based application in the care of beautiful and healthy feet.

In addition to the new SÜDA CARE NATURE line, the care range includes three other care lines: EVERYDAY, SPECIAL and DIABETICS.

EVERYDAY stands especially for daily care of the feet and contains a wide range of products for different skin types and their needs. SPECIAL is for medical care and offers effective products for the treatment of nail and skin problems. For diabetics, SÜDA developed the SÜDA CARE DIABETICS care line, which offers gentle care and mild cleansing.

"The new design fits perfectly with today's modern times and is ideal for resale. Our new care line SÜDA CARE NATURE increases the range of applications and gives every foot the right care. We are pleased about positive feedback and want to make everyday work in foot care easier with our care series." - 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 apparative 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.