

# exeleon

Being Excellence

[exeleonmagazine.com](http://exeleonmagazine.com)

**DYNAMIC** 

BUSINESS LEADERS  
TO FOLLOW IN 2024

# A VISIONARY LEGACY

Dr. Gabriel Serrano Redefining Skincare  
and Dermatology



COVER STORY

Dr. Gabriel Serrano  
Redefining Skincare  
and Dermatology



# A VISIONARY LEGACY





IN



recent years, the skincare industry has gone through some significant changes with the emphasis on scientific research and cutting-edge technologies. These changes have been driven by visionaries who recognized that true innovation goes beyond surface-level enhancements.

These visionary entrepreneurs are collaborating with dermatologists and scientists to harness the power of advanced ingredients,

nanotechnology, and artificial intelligence.

At the heart of this change stands Dr. Gabriel Serrano, a pioneer in the field of dermatology, who has dedicated a lifetime contributing to the overall development and advancement of the industry.

Coming from a family of doctors, Dr. Serrano's roots in medicine blossomed into the creation of Sesderma, a global cosmetics empire. His motto

"Listening to your skin" underscores a philosophy that transcends mere cosmetic enhancement — it encapsulates a genuine concern for skin health and well-being.

*Fittingly, Dr. Gabriel Serrano features on the Cover of Exeleon Magazine's Most Dynamic Business Leaders to Follow in 2024. Herein, we look into his story, his philosophies, and his vision for his global brands.*

#### THE ROOTS OF EXPERTISE

A son of a surgeon, Dr. Serrano's journey into the medical space began at the age of eleven when he first stepped into an operating room. This operating room became his classroom, where he absorbed the intricacies of surgery, laying the foundation for a future in medicine. This early exposure ignited his passion for medicine, and his father's thoughtful gift of a suture kit set him on a path of hands-on learning.

Born in Barranquilla, Colombia and raised in Savannah, Georgia, Gabriel was encouraged by his parents to study in Europe or Colombia. Heeding this advice, he found himself enrolling in the University of Valencia in Spain at the age of 16, ultimately deciding that this journey would be the cradle of his medical education.

#### DERMATOLOGY: A CALLING FUELED BY COMPASSION

For Dr. Serrano, entering the

"I FEEL I HAVE A MORAL DUTY TO HELP THOSE WHO HAVE NOT HAD THE SAME LUCK OR OPPORTUNITIES AS I HAVE IN LIFE."



field of dermatology was one that was influenced by personal experiences. He shares, "One of my sisters developed vitiligo, a skin disease characterized by the appearance of white patches."

Motivated by his sister's struggle with vitiligo, he steered his focus towards dermatology, driven by a mission to unravel the complexities of skin pathologies.

Following the completion of his studies in Dermatology and Veneorology, Dr. Serrano worked at the University General Hospital in Valencia as a resident doctor. He went on to become the Head of Dermatology and Emergency Services and served the hospital for more than 25 years. This tenure provided him with invaluable experience and insights into the diverse aspects of dermatological care.

Soon after, Dr. Serrano established his very own dermatology clinic in Valencia; a clinic that recently celebrated its 50th anniversary in operations.



# THE SESDERMA REVOLUTION



After establishing his clinic in Valencia, Dr. Serrano realized the need for developing products that address specific skin conditions of his patients. This realization led him to found Sesderma Laboratories in 1989, a global cosmetics and skincare brand. Driven by a commitment to personalized care, the laboratory embarked on a mission to develop specialized products addressing a multitude of skin concerns.

Today, Sesderma is a leading dermatological laboratory with a global footprint in over 85 countries across the world. The laboratory's intensive focus on research, development, and innovation (R+D+I) birthed several notable brands within the Sesderma Group, including Sesderma, Mediderma, Sophieskin, Dr. Serrano, and Dermopartners.

The laboratory's foray into nanotechnology in 2008 marked a groundbreaking moment in dermatological care. Sesderma introduced complete product lines harnessing the power of nanotechnology, allowing for the effective penetration of ingredients through the skin's protective layers. Unlike superficial offerings from other cosmetic lines, Sesderma's liposomal products aimed at comprehensive repair and protection across all skin layers.

According to Dr. Serrano, the products of Sesderma can be referred to as dermocosmetics, which is based on science and medical practice that is focused on solving problems related to the skin.







## NANOTECHNOLOGY AND ADVANCED DERMOCOSMETICS

Dr. Serrano's pursuit of innovation extends beyond traditional skincare. Sesderma's emphasis on nanotechnology has redefined the capabilities of dermocosmetic products. By studying particles on a nanometric scale, Sesderma has achieved unparalleled benefits for the skin. The utilization of liposomes and chitosomes ensures greater penetration, stability, and efficacy of active ingredients.

One of Sesderma's recent ventures involves exploring the application of exosomes in dermatology. These tiny vesicles, ranging from 30 to

150nm, play a crucial role in intercellular communication. Dr. Serrano's keen interest in this field reflects his commitment to staying at the forefront of scientific advancements, offering a glimpse into the future of skincare.

Sesderma's commitment to technological breakthroughs extends to the field of aesthetic gynecology. Dr. Serrano launched a new Aesthetic Gynecology Center in Valencia, pioneering products specifically designed for this domain. The initiative addresses the growing demand for innovative treatments for regenerating the female genital area, exemplifying Sesderma's ability to diversify and

meet evolving healthcare needs.

Reflecting on his pioneering role in nanotechnology, Dr. Serrano underscores the advantages it offers in skincare. Nanotechnology, the science of the small, enables the effective penetration of cosmetic ingredients into the skin. He highlights the protective role of liposomes, encapsulating active ingredients to shield them from environmental factors and enhance their stability and efficacy.

## EMPOWERING SKIN HEALTH

Beyond the realm of business, Dr. Serrano's greatest sense of

responsibility lies with people. Sesderma's success is not merely measured in financial terms but is deeply rooted in values of humanity and generosity. His commitment goes beyond commercial gains; he insists on providing dermatological solutions for various skin disorders, refusing to withdraw them from the market even in the face of potential losses.

Each day, the ability to help patients overcome their skin problems brings immense happiness to this dynamic leader. The focus on improving individuals' quality of life defines Sesderma's mission, and this commitment reflects Dr. Serrano's personal ethos of giving

back to society.

## INSPIRING SUCCESS

Dr. Serrano's leadership style is characterized by a genuine appreciation for human values. His belief that attitude outweighs aptitude underscores his commitment to fostering a positive work culture. For him, the right attitude is paramount, as it fuels motivation, adaptability, and a willingness to learn new skills.

Innovation, for Dr. Serrano, is not limited to scientific advancements but extends to human development. He sees the potential for personal

and professional growth when individuals embrace a positive mindset. As a mentor and leader, Dr. Serrano encourages those around him to approach life with enthusiasm, turning challenges into opportunities for growth.

When asked about his drive to help people, he emphasizes the concept of justice. Feeling privileged for the opportunities life has given him, Dr. Serrano sees a moral duty to give back to those less fortunate. His belief in the importance of being good, responsible, generous, and supportive echoes the values instilled by his parents and defines his approach to philanthropy.



25<sup>th</sup> JUNE

# WORLD VITILIGO DAY

BAYAHIBE, DOMINICAN REPUBLIC



## AN EVENT OF HOPE: WVD 2024



Most recently, Dr. Gabriel Serrano was announced as the President of World Vitiligo Day 2024 of Vitiligo Research Foundation, a non-profit organization with a mission to develop effective treatments for millions of people around the world who suffer from vitiligo.

The World Vitiligo Day (WVD) Committee also announced Dominican Republic to be the host for the event in 2024. The event will be held under the honorary presidency of Dr. Serrano.

Having seen firsthand the struggles faced by his sister, Dr Serrano and Sesderma have over the years developed a complete line of products for vitiligo – Vitises – this includes oral capsules, gels, and skin pigmentation accelerators.

This commitment to continuous innovation and finding solutions to conventional problems has positioned him as a pioneer in the dermatology space. Moreover, with his new role as the President of WVD 2024, Dr. Serrano will continue to bring innovation and raise awareness to varying skin conditions.

Each year, WVD focuses on a new country as its campaign headquarters, highlighting the global nature of the initiative. The campaign has significantly increased awareness and understanding of vitiligo, leading to greater public interest and media coverage.

Dr. Gabriel Serrano and the WVD team have developed an extensive program for WVD 2024, including:

- Scientific Day (June 23): A symposium for professionals to discuss vitiligo research and treatments.
- Clinical Day (June 24): Interactive sessions for healthcare providers, focusing on vitiligo management.
- Patient Day (June 25): Activities for vitiligo patients, including free skin check-ups and consultations.

Additionally, WVD 2024 will feature a rolling Digital Day, making the event globally accessible through webcasts, recordings, and an AI Guide on Vitiligo.





# THE HUMAN SIDE OF DR. SERRANO



Fundación  
Gabriel Serrano

Dr. Gabriel Serrano's dedication to helping, caring for, and improving the skin of individuals remains as strong today as it was when he first began his medical practice. A testament to his genuine passion for his work and unwavering care for his patients is evident in his continued consultations at his clinic.

However, for Dr. Serrano, the commitment extends beyond the walls of his clinic. It is ingrained in his very DNA and serves as the driving force behind various solidarity initiatives he champions across the globe. One remarkable example is the Sesderma Bali Foundation, a project that has been making a significant impact for over a decade by creating employment opportunities for women without

resources in one of the most economically challenged areas of Indonesia.

In a recent development, the Dr. Gabriel Serrano Sanmiguel Foundation has emerged in the Dominican Republic. This non-profit organization is dedicated to promoting the improvement of health and education for the Dominican people lacking resources. At the heart of this initiative is the Dr. Serrano Medical Clinic of Bayahibe, whose healthcare personnel venture into the fields of the region to provide free medical care once a week to individuals who cannot even afford transportation to a medical center.

The commitment to the most disadvantaged is not confined to

one region. Dr. Serrano actively collaborates with the Carmen Sánchez Foundation in Mexico. This foundation focuses on treating women who have become victims of male chauvinist acid attacks, offering them both medical and emotional support. Additionally, Dr. Serrano's involvement includes sponsoring various training scholarships for young Latin American doctors, contributing to the development and advancement of healthcare professionals in the region.

By addressing not only dermatological concerns but also broader societal challenges, Dr. Serrano exemplifies a commitment to creating a lasting legacy of positive change in the lives of individuals worldwide.





## SOFICU GROUP, A NEW BUSINESS DIVISION

SOFICU GROUP is the new business corporation promoted by Dr. Gabriel Serrano to carry out new investment and business development initiatives.

As the visionary force behind SESDERMA dermatological laboratories, present in over 90 international markets, Dr. Serrano now sets his sights on diverse investment and business development opportunities with the creation of SOFICU GROUP.

This new venture represents a strategic move towards diversification, encompassing a range of fields not limited to Spain and the Dominican Republic but extending its reach to different

countries. SOFICU GROUP's diverse portfolio includes hotels, restoration, real estate, import/export, tour operator, Soficu fashion, Soficu Pharma, cosmetic industry, industrial supplies, and vehicles.

SOFICU GROUP's mission transcends conventional business objectives. At its core, the group aims to foster economic and business activities that directly respond to the needs of the communities it serves. The founding desire is clear – to improve people's lives by offering excellent services, generating employment for local communities, and enhancing their professional and cultural training.

Environmental stewardship is a fundamental pillar of SOFICU GROUP's DNA. The group is committed to implementing sustainable and environmentally friendly processes across its diverse ventures. Driven by a firm social commitment, SOFICU actively engages with the communities it becomes a part of, ensuring that its presence brings positive contributions to the local environment and society.

Dr. Serrano captures the essence of SOFICU GROUP's mission by stating, "To dream big, to think that there is no ceiling to our projects other than our own limitations."





medi+derma<sup>✕</sup>  
professional care

## EXCELLENCE IN MICRONEEDLING

### NANOPORE stylus 02

#### MORE POWER, SAFETY AND SPEED OF TREATMENT

- Medical device: **CE**<sub>1639</sub>
- Motor: 12V, up to 12,000 rpm and 200 pps
- High accuracy needle penetration up to 1.5 mm

### NANOPORE **PEN**

#### WIRELESS, LIGHT AND PORTABLE

- Motor: 8V, up to 9,600 rpm and 150 pps
- High accuracy needle penetration up to 1.5 mm

EXPERTS IN  
MICRONEEDLING  
FOR MORE THAN

10  
YEARS

## AWARDS & RECOGNITION

Dr. Serrano's contributions to dermatology and skincare have garnered widespread recognition. As a prolific author, he has published over 400 papers in national and international scientific magazines. In June 2022, he penned down his first autobiographical book "The Story of My Life."

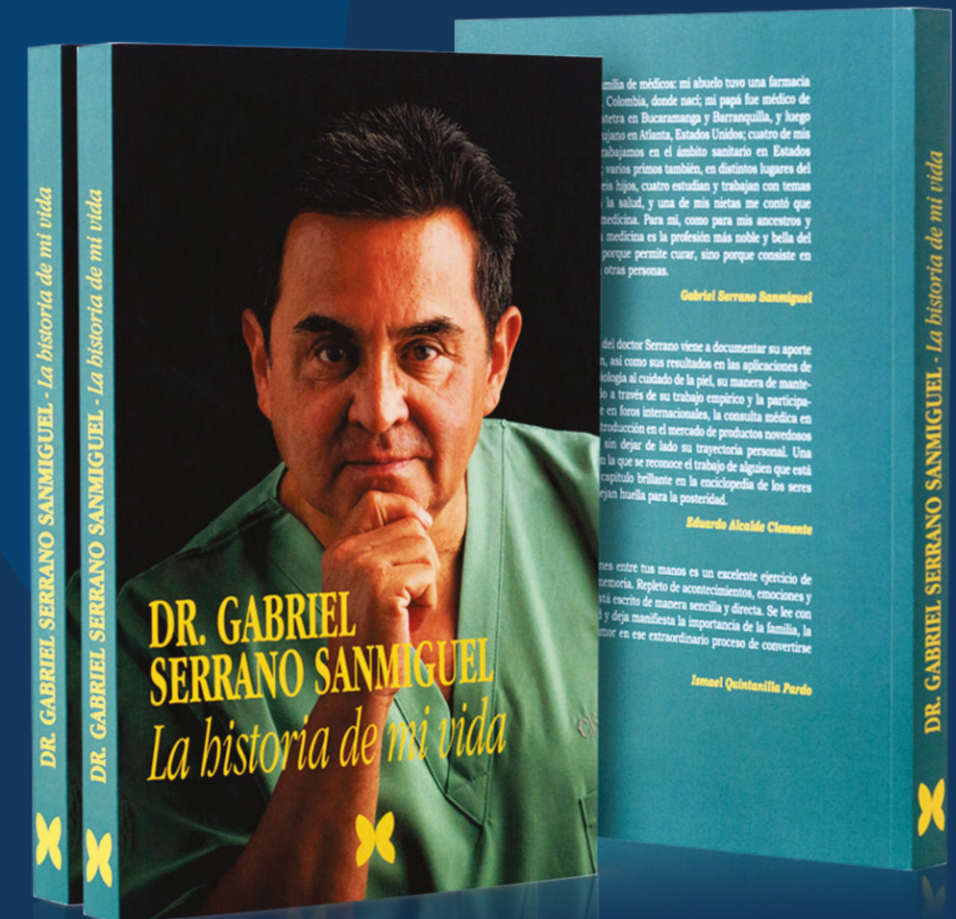
Awards from esteemed institutions, such as the Spanish Academy of Dermatology and Venereology, highlight Dr. Serrano's significant contributions. In 2018, he received an award for his over 10-year contribution to the Academy and

more than 25 years of service to dermatology. Further accolades, such as being named one of the "10 Colombians of the Year" in 2018 by the Colombian Embassy, reflect his impact on fostering the image of his native country. Dr. Gabriel Serrano is also member of the Illustrious Ramón y Cajal Academy of Health Sciences since 2018 (Complutense University of Madrid).

In 2019, Dr. Serrano was honored with the "Dermatologist of the Year" Award from Les Nouvelles Esthétiques and the "A Tu Salud" award from La Razón for his

professional career. In 2021, La Razón bestowed a new "A Tu Salud Award" upon him for his research into potential preventive treatments and care for patients affected by Covid-19.

In 2023, Dr. Serrano received the Rotary Club of Valencia Award for his service to the community. Moreover, he was featured at Tycoon Magazine, The Enterprise World and The World's Leaders Magazine as one of the Most Influential leaders in Beauty Industry 2023.





**"SESDERMA IS A LEADING DERMATOLOGICAL  
LABORATORY WITH A GLOBAL FOOTPRINT IN OVER 85  
COUNTRIES ACROSS THE WORLD."**

**INNOVATION AND  
TECHNOLOGICAL  
BREAKTHROUGHS**

Dr. Serrano's journey in dermatology reflects the evolution of the field itself. Over four decades ago, dermo-cosmetics was in its infancy, and Dr. Serrano actively participated in the development of procedures and substances used in various dermatological treatments. His role in advancing chemical peels and substances for mesotherapy contributed to the establishment of Mediderma, a leader in treatments for medical professionals.

One of his notable achievements was the development of Nomelan Fenol, a safe and non-sedative formula for a phenol chemical peel. This breakthrough eliminated the need for hospitalization and sedation traditionally associated with phenol peels, making the treatment more accessible and safer for patients.

The cosmetic industry has undergone significant transformations in the past three decades. Dr. Serrano highlights the shift from limited options to a diverse range of skincare products formulated with pH balance, carefully selected active ingredients, and skin-friendly fragrances. Nanotechnology, representing the future of cosmetics, explores the potential of

growth factors, stem cells, and cutting-edge technologies.

Presently, the company continues to work with topical agents, such as the various forms of retinol, peptides, dermal fillers, or botox-like ingredients, plus all microneedling devices, radiofrequency, and similar treatments in order to embrace the passage of time instead of fighting it. That is the essence of the pro-aging concept, a change of perspective that is gaining relevance in skin care and that promotes naturalness, first and foremost.

In addition to the above, Sesderma is researching and developing solutions with exosomes. "These act as messengers and are responsible for intracellular communication, which means they send information to damaged cells so that they can function better, regenerating and rejuvenating the skin. In fact, they are already being used in combination with microneedling treatments from Mediderma, our division for professional products and medical-aesthetic use. We also incorporated exosomes in the formulation of dermo-cosmetic products of Sesderma," the team explains.

**VISION FOR THE FUTURE**

As the founder and visionary behind Sesderma Laboratories, Dr.

Serrano has not only redefined the possibilities of skincare but has also instilled a culture of humanity, generosity, and innovation within the company.

Dr. Gabriel Serrano's legacy extends far beyond his current achievements. Over the last 40 years, he has pioneered nanotechnology in dermocosmetics, internationalized Sesderma, established a modern production site in Valencia, and committed to philanthropic endeavors through the Sesderma-Bali Foundation.

Sesderma's future, as envisioned by Dr. Serrano, involves further international expansion and maintaining leadership in its markets. The company's commitment to prioritizing consumers and patients, coupled with bold investments in innovation, underscores its continuous growth and evolution.



**sesderma**  
listening to your skin



**sesderma**  
listening to your skin

**RETISIL**

The elegance of  
an expert skin

Maximum pro-aging efficacy  
for a timeless beauty





## SESDERMA SUBSIDIARIES / FILIALES

**SPAIN** | SESDERMA ESPAÑA S.L. | Polígono Industrial La Murta, Avda. dels Molins 12, 46530 Puzol, Valencia, España.

Atención al cliente: (+34) 96 141 42 28 · 96 141 42 35 / [info@sesderma.com](mailto:info@sesderma.com)

**BOLIVIA** | SESDERMA BOLIVIA | Atención al cliente: +591 341 66 83

**CHINA** | SESDERMA CHINA | 客服: +86 138 1627 4283

**COLOMBIA** | SESDERMA COLOMBIA | Atención al cliente: (+57) 60 1 641 6728

**COSTA RICA** | SESDERMA COSTA RICA | Atención al cliente: +506 2201 5357

**DOMINICAN REPUBLIC** | SESDERMA REPÚBLICA DOMINICANA | Atención al cliente: +1829 687 0095

**EL SALVADOR** | SESDERMA EL SALVADOR | Atención al cliente: +503 2263 2613

**GUATEMALA** | SESDERMA GUATEMALA | Atención al cliente: +502 2254 6793

**MEXICO** | SESDERMA MÉXICO | Atención al cliente: +555 616 5098

**PANAMA** | SESDERMA PANAMÁ | Atención al cliente: +507 61 404040

**PERU** | SESDERMA PERÚ | Atención al cliente: +51 491 5396

**POLAND** | SESDERMA POLAND S.L. | Telefoniczna obsługa klienta: +48 22 858 18 47

**PORTUGAL** | SESDERMA PORTUGAL | Atendimento ao cliente: +351 223760402

**PUERTO RICO** | SESDERMA PUERTO RICO INC. | Atención al cliente: +1 787 740 2611

**ROMANIA** | SESDERMA LABORATORY SRL | Serviciul clienți: +40 37 495 8577

**RUSSIA** | SESDERMA OOO "СЕСДЕРМА РУС" | Служба поддержки: +7 495 15 075 15 | +7 812 425 36 26

**TAIWAN** | SESDERMA TAIWAN | 客戶服務: +886 0800 808 086

**UK** | SESDERMA UK | Customer service: +4407377880090

**UNITED ARAB EMIRATES** | SESDERMA ME TRADING LLC. | Customer service: +971 43546693

**USA** | SESDERMA USA | Customer service: (+1) 800 796 0996

[www.sesderma.com](http://www.sesderma.com)



## INTERNATIONAL DISTRIBUTION / DISTRIBUCIÓN INTERNACIONAL

ALBANIA · ARMENIA · AZERBAIJAN · BAHRAIN · BANGLADESH · BELARUS · BELGIUM · BRAZIL · BULGARIA · CZECH REPUBLIC · DENMARK · ECUADOR · EGYPT · ESTONIA · FINLAND · FRANCE · GEORGIA · GERMANY · GREECE · HONDURAS · INDIA · IRAQ · IRELAND · JORDAN · KAZAKHSTAN · KUWAIT · KYRGYZSTAN · LATVIA · LEBANON · LIBYA · LITHUANIA · MALTA · MAURITANIA · MOLDOVA · MONTENEGRO · MOROCCO · NEPAL · NETHERLANDS · NICARAGUA · NORWAY · PANAMA · PAKISTAN · PARAGUAY · QATAR · SAUDI ARABIA · SERBIA · SLOVAKIA · SLOVENIA · SRI LANKA · SWEDEN · SWITZERLAND · TAJIKISTAN · TUNISIA · TURKMENISTAN · TURKEY · UKRAINE · UZBEKISTAN · VENEZUELA · VIETNAM ·