

Sculpting with Swiss STYLE

With over 20 years in the business of designing artificial gel nail products, Saremco of Switzerland is now opening its doors for global acclaim. Have you got what it takes to partner this European gel giant?

ALEX FOX REPORTS



It was with the vision; "Beautiful nails should only be realised in a healthy way!" that Swiss-born Adalbert Schmid, owner and head of R&D at Saremco AG, founded his company in the 1980s. After thoroughly researching the market, the family business started in 1987 when Adalbert Schmid manufactured his first fingernail plastics. His specialist knowledge at that time came from year-long activities in the dental industry and so utilising what he knew, Adalbert was able to create his first acid-free keratin bonding agent for the world of gel artificial nail enhancements. Today Saremco still specialises in the development, research, production, training and selling of high-end nail cosmetic products from its massive premises in Rebstein, Switzerland.

"All Saremco Cosmetics nail products are designed to be gentle, safe and aesthetic," explains René Wyler, Saremco international sales director. "It is with this purpose, that the company researches and invests in collaborating with well-known universities across Switzerland and abroad. Saremco products meet international standards and all its production is certified. All employees and contractual partners strive to fulfil this corporate principle every day so the company offers the best quality services and products imaginable."

"It is the ambition of the small, yet dynamic team of 25 at Saremco to carry out constant research and development in order to improve on the quality of its products by initiating the use of the latest technology available to the industry."

"Recently, Carmen Fischer, daughter of Adalbert Schmid, took over the business management of the company," reveals René Wyler. "Keen to move ahead, understanding

changing times and needs, while keeping abreast of her company's tight mission statement and belief in high quality and service, Carmen holds dear her father's legacy of healthy and agreeable gel products for nails. She believes it's the company's duty to be close to its customers and always ensure good communication with its business partners/distributors, wherever they may be. Keeping a high profile at international trade shows as well as being a sponsor of the 'Mister Switzerland' election enables Saremco Cosmetics to showcase its top end gels while fostering a strong business relationship with its partners.

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"For us it's forever important to develop gels that are easy to apply and meet the highest esthetical requirements," affirms Carmen Fischer. "In the nail business allergic reactions to gels are a fact and unfortunately are increasing. We know and understand how critical

this is due to our intensive cooperation with dermatologists. However, as a result we have successfully developed a gel line called James Crystal for the allergic person and I am led to believe this gel is the only one that has achieved a solution for clients suffering from allergic reactions."

Business partners in gel

Saremco Cosmetics is looking to spread its wings and >>>




BRANDPROFILING

sign up global distributors for its gel brand and the UK is high on its list of priorities.

René Wyler explains, "I am looking for a business partner that is keen on signing up with a prestigious, high quality gel brand. The individual or company must be well connected to the nail industry, have an active sales force and be able to plan, organise and institute a training centre.

"I am searching for well-established, highly motivated partners across the globe with an interest in marketing and selling the esteemed and established Saremco gel brand.

"Saremco gels are extraordinary and have an outstanding quality. Many nail techs and artists are deeply grateful for these precious gels and tell me they cannot wait to realise their latest gel creation using them. And so I invite the global nail market to look carefully at what I offer and get in touch if they feel the Saremco way is the way forward for them." 

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Clockwise from top left: Silvan Fischer, R&D/production manager; Carmen Fischer, CEO; Kathrin Berhalter, Sales & Marketing Switzerland; René Wyler



SCULPTING THE FUTURE – PRODUCT PROFILE

The Saremco family of nail gels encompasses five separate lines plus a wide selection of coloured gels to deal with all eventualities.

Pyralux – This is the brand's classic, offering solutions for the most diverse nail conditions and sculpting techniques for the experienced tech.

Opalic – Offering a hint of opal (a discreet opaque appearance) this gel line is suited to hard natural nails - so great for those moving over from L&P acrylic. It's self-levelling with high stability and is geared towards novices and nail veterans.

Natura – This line provides a hint of rose matte to all its base and sculpting gels to make sure all nails are beautified easily and simply. Nail injuries, grooves, flecks and discolouration are easily covered and short nail beds lengthened optically.

Gold Edition – This is a sculpting gel for novices and veterans alike. It offers optimal bonding, self-levelling and tension-free comfort with a natural finish.

James – The company claims this is the only medically registered nail gel collection in the world. Developed with skin doctors, it is designed for those with allergies and sensitive skin and offers a firm sculpting gel primarily conceived for use on toenails for nail replacement and rebuilding.

Colour gels – The variety of Saremco colour gels currently exceeds 90, although this colour wheel is ever-evolving as new shades are added in correlation with seasonal trends. All the coloured gels promise high coverage from a thin application and all are suitable for clients with allergies. Furthermore, the high stability enables rapid wet-on-wet work for nail art sculpting specialists.

