



Taking care of your lips  
since 1880

*Laboratorios Calduch, Castellón*

1880

SUAVINA  
IN ITS  
EARLY LIFE  
VICENTE  
CALDUCH

# A beginning that would make **history**.

It all began in 1880, on the shores of the Mediterranean, when Vicente Calduch Solsona opened his pharmacy in Villarreal (Castellón) and began to prepare master formulas. At that time, Villarreal was a town surrounded by extensive orange groves and mainly dedicated to agriculture.



The cold and harsh working conditions caused extreme dryness on the lips and noses of the fruit pickers. Cracks and small wounds that affected and made many daily actions painful such as drinking, eating, smiling or kissing. The young pharmacist Calduch, worried about this disease that affected his countrymen so much, that he dedicated himself to investigating in search of a remedy.

At last, in his pharmacy, he managed to create an effective ointment that quickly became popular in the region. The neighbors of all the localities nearby, came to buy it and called it “Ungüent de Vila-real”. In 1916, after years of great acceptance, it was renamed **Dermo-Suavina**.





# History of five generations.

The history of Suavina is the story of five generations of pharmacists that Vicente Calduch started and who were given the definitive impulse by his four children, all pharmacists, who at the beginning of the S-XX expanded the family business by opening pharmacies in Castellón, Almazora and Barcelona. Among them Manuel, who would become a renowned botanist, and José, who became popular as the founder and first president of the Villarreal Football Club.

Vicente Calduch  
Solsona



Today, the fifth generation of pharmacists who run the current Calduch Laboratories in Castellón, continues to manufacture the Original lip balm with the same master formula as always, according to its composition from 1880, a blend of essential oils and menthol in a mineral wax base.



Pharmacy Calduch 1930. Villarreal.

The **Dermo-Suavina** packaging has evolved during his 140 years. This iconic image has transcended from the small local sphere, which gave it its origin, to being recognized in the rest of Spain and currently in international markets.



1880



1900



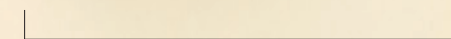
1940



1965



2018



SUAVINA  
FAMILY  
OUR  
PRODUCTS

## **SUAVINA - *Original***

### **Lip Balm Jar 10ml**

Original 1880 formula in 10 ml jar format, formulated with mineral wax, menthol and perfume made with 100% natural essential oils. Its pleasant citrus and minty aroma gives softness and fresh scent of your lips.

Moisturizing lip balm that softens, protects and helps to repair the lips and the nose area due to cold, wind and excess heat or dryness.

Dermatologically tested product.





## SUAVINA - *Helianthus*

### Lip Balm Jar 10ml

New moisturizing lip balm with sun protection SPF15. Formula made with 90% ingredients of plant origin. Enriched with sunflower oil (*Helianthus annuus*), with high emollient power, which helps keep your lips soft and protected.

Sunscreens provide UVA protection and a sun protection factor 15, protecting the lips from the harmful effects of ultraviolet rays. Perfume with a refreshing citrus note and a fruity base with vanilla and musk.

Indicated for lip care during sun exposure at any time of the year.

Dermatologically tested product



## SUAVINA - *Olea*

### Lip Balm Jar 10ml

Moisturizing lip balm enriched with olive oil (*Olea europaea*).  
Its antioxidant effect, helps your lips to combat the effects of adverse conditions, such as cold, dryness and pollution.

Formula made with more than 98% of oils and waxes of vegetable origin.  
Perfume with a fruity green and fresh notes, and a base of sugar and vanilla. Indicated for daily lip care at any time of year.

Dermatologically tested product.



## SUAVINA - *Prunus*

### Lip Balm Jar 10ml

Nourishing and moisturizing lip balm made with more than 98% ingredients of natural origin. Enriched with almond oil (*Prunus dulcis*) that helps nourish, soften and protect your lips.

Sweet aroma with toasted and sugar notes.

Indicated for the care of dry or very dry lips that need an extra supply of nourishing and moisturizing.

Dermatologically tested product.



## **SUAVINA - *Original***

### **Lip Balm Tube 10ml**

The Original 1880 formula in tube packaging. Comfortable to use and apply. Formula composed with mineral wax, menthol and perfume made with 100% natural essential oils. Its pleasant citrus and minty aroma gives softness and fresh scent of your lips.

Moisturizing lip balm that softens, protects and helps to repair the lips and the nose area due to cold, wind and excess heat or dryness.

Dermatologically tested product.



## **SUAVINA - *Original***

### **Natural Soap 60g**

Natural, soft and creamy soap enriched with oils and extracts of vegetable origin. Contains Monoï oil, Macadamia oil and Olive oil that provide emollient power, moisturizing and protection.

Cleanses, purifies, and helps revitalize skin leaving it feeling fresh and healthy looking. Its unmistakable fragrance relaxes, renews and fills your skin with vitality.

Dermatologically tested product.





## SUAVINA - *Original*

### Hand Cream 40ml

Hand cream enriched with oils and extracts of plant origin that moisturize and help nourish your skin.

Original formula with a light texture and quik-absorbing that gives your hands a soft and pleasant sensation. Shea Butter provides nutrition and Echinacea Extract helps regenerate the skin of the hands. Its fragrance with floral and citrus notes gives vitality to your hands. Due to its size, it is indicated to carry and apply at any time and place.

Suitable for any type of skin.

Dermatologically tested product.



## **SUAVINA - *Original***

### **Lip Balm Metallic Jar 15ml**

Commemorative product 140th anniversary of Dermo-Suavina. It is inspired by the metal packaging of the early twentieth century. Capacity of 15 ml and containing the Original formula of 1880 formulated with mineral wax, menthol and perfume made with 100% natural essential oils. Its pleasant citrus and minty aroma gives softness and fresh scent of your lips.

Moisturizing lip balm that softens, protects and helps to repair the lips and the nose area due to cold, wind and excess heat or dryness.

Dermatologically tested product.

**140<sup>th</sup>**  
*Anniversary*

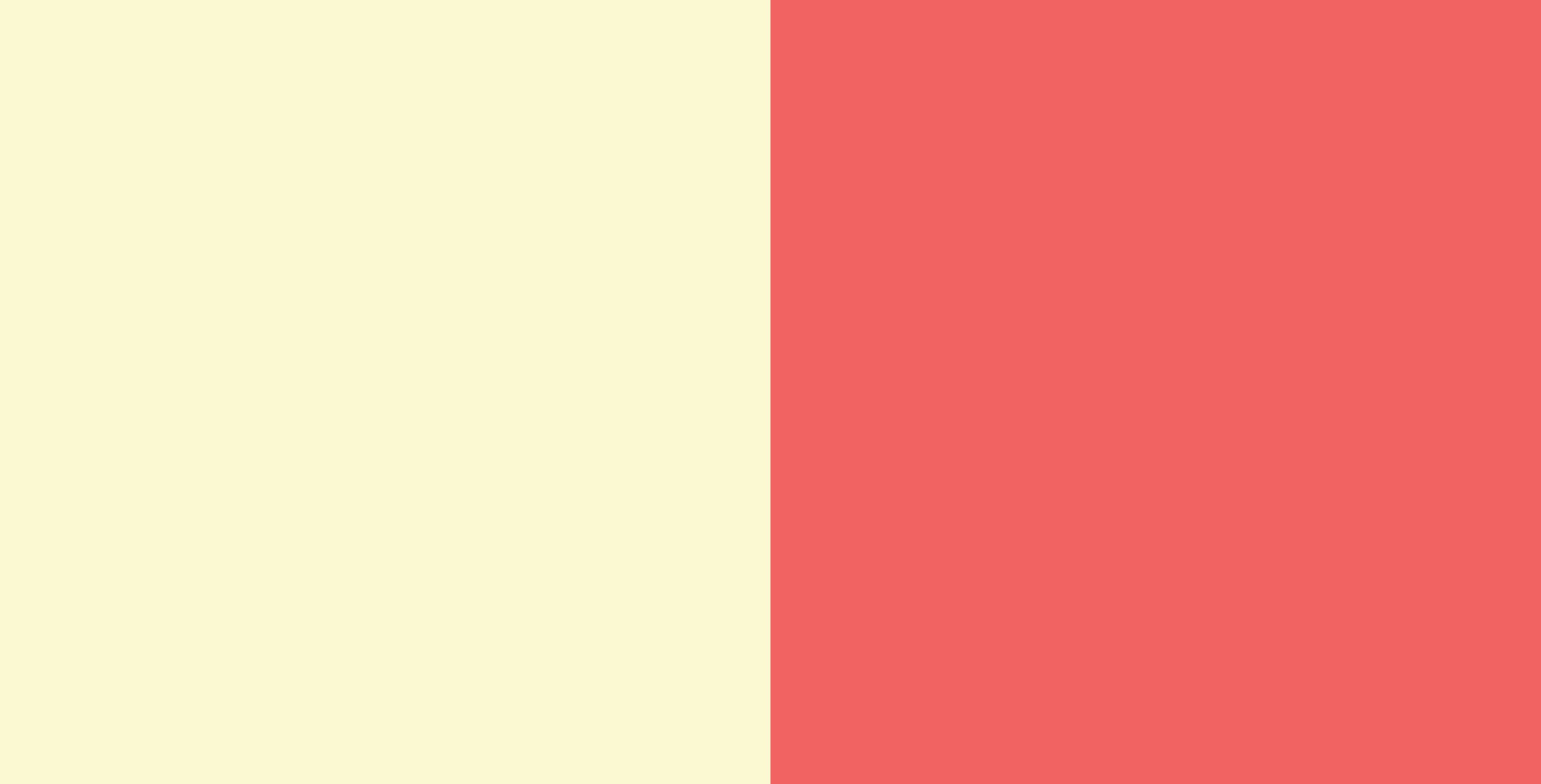


# SUAVINA PORTRAIT OF FAMILY



**TAKING CARE  
OF YOUR LIPS  
SINCE 1880**







DERMO  
SUAVINA  
1880

**Handcrafted products  
since 1880 by Calduch Laboratories  
CASTELLÓN**

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