

Read the testimonial of MartiDerm Social Projects Advisor Adela Suñer here.

History of the charitable work

The charitable work began when the first person with a disability was recruited in 2005. It came about because of Jose Martí Tor's wish for MartiDerm's activity to have a social impact. He brought me onboard in late 2007 to analyse other ways the company could help. This led to the idea of reformulating the hand cream to produce MartiDerm's first solidarity product.

The hand cream was launched in May 2008 with the mandate that fully 100% of its profits would be allocated to aid projects. At the time, solidarity with third countries was one possible area and we signed up to support a women's association in Cameroon for three years on various projects where aid was needed to make its activity more sustainable. The project was temporary and ended in 2010. We then approached the Arsis Foundation, aware of their good work on different social projects, and over the next two years supported their project to provide psychological assistance to victims of child abuse. It was a wonderful project, but MartiDerm management sought greater personnel involvement and a project with a broader scope. In addition, around that time, the terrible financial crisis in Spain was, as always with these things, particularly impacting the most vulnerable groups in society. Then we learnt about the Spanish Red Cross's report on the elderly and the work it was doing with them, which was being stepped up with the contribution of basic products in cases of need. We decided to join the project by providing our dermatological support kit that contained creams for sensitive areas, tired legs, grazes, etc. Basic skincare products that the people would be unlikely to have access to, either because they weren't used to looking after their skin or for economic reasons. To foster good habits, starting in the third year of the partnership we suggested offering training talks on skincare. Today we run around 20 sessions a year throughout Spain.

We wanted our charitable work to be part and parcel of MartiDerm's international growth and expansion, so in 2016 we began working at two social centres in Portugal chosen by the MartiDerm team on the ground there. Last year we attended victims of the forest fires that swept the country in June and October.

After more than a decade of charitable work we can say that:

- Workplace integration is a success story appreciated by all our personnel. The first person with a disability we took on has now been with us for 12 years.
- Our solidarity product has given rise to social projects which we have been able to make our own. To date we have invested some 150% of the profits, i.e., we need to sell more hand cream to cover the charitable work. To that end, we reformulated the solidarity product with the launch of two different versions of the hand cream - one for regular daily care and the other for intensive care.
- We strive to link care for the elderly with our character and way of doing things. MartiDerm, "smart aging" specialists, knows how to aid and promote skincare to foster life habits that are a part of healthy aging. *Solidarity* and *care* are key values in our charitable work formula. It is in this work with the elderly where the MartiDerm team gets most involved.

The charitable work continues to consider internal and environmental needs. In 2017 MartiDerm became a Respon.cat member and engaged in its RSE.Pimes corporate social responsibility programme. This involvement shaped our own CSR programme, collecting good practices and driving a stronger commitment that covers all spheres of activity: environmental, social, labour, good management and economic.

This account also outlines my 10-plus years of sharing in a fascinating project that runs side by side with the company and which is increasingly forming part of MartiDerm's "skin" itself.

Adela Suñer

Social Projects Advisor