

## Business Club Australia: Australian Member Profile

### Laderma Pty Ltd (New South Wales)

One of the key elements of the Business Club Australia: Melbourne 2006 program is the ability of members to participate in corporate hospitality events. Laderma Pty Ltd is a Sydney based member that took advantage of this during the 2003 Rugby World Cup.

Laderma's Managing Director, Steven Sher praises the benefits that flowed from his participation in the Rugby Business Club Australia corporate hospitality program.

"We were delighted to have the opportunity to invite our UK distributor to one of the events hosted by Business Club Australia. Apart from the chance for both companies to pursue our mutual enjoyment of rugby, it also firmed and broadened our business relationship.

"It provided a wonderful setting for both companies to mingle with other BCA members and resulted in a very healthy UK export order for Laderma," he said.

Laderma was established in 1990 and researches, develops, manufactures and markets uniquely efficacious functional skin care products of the highest quality. The company is wholly Australian owned and operates with a strong international focus.

Laderma products are now exported to the USA, Canada, Europe and the Middle East, over 35 countries and growing. The company has offices in Australia and the USA is planning to open a European office in 2006.

Laderma distributes skin care products internationally under the brand names Eulactol, Flexitol and Flexital. The Laderma product range encompasses foot, hand and nail care, treatments for dry skin and sensitive skin; as well as products designed to assist with the side effects of specific conditions and medications such as diabetes, psoriasis, eczema and acne treatment products.

#### Company Details:

##### **Laderma Pty Ltd**

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