

PHYTOMER



PIONEER
IN MARINE BIOTECHNOLOGY



OUR PARTNERSHIP

Become the ambassador of a brand that has proven its excellence and that continues to stand out by staying focused on the future. Share the success of new skincare that is effective, committed to nature, resolutely innovative and fundamentally holistic.



BIOTECHNOLOGICAL SKIN CARE

Backed by unique biotechnological know-how, PHYTOMER's Advanced Research team has created a new generation of extremely effective, environmentally-engaged natural marine ingredients with record performance.

VISIONARY COSMETICS

Regularly in the spotlight for innovative product concepts, formulas on the cutting-edge of sensory trends and avant-garde manual techniques, PHYTOMER is shaping the future of cosmetics.

A DYNAMIC BUSINESS MODEL

To generate profits for its partners, PHYTOMER develops extremely cost-effective treatment procedures, attractive retail products that ensure easy sell-through and a sales approach dedicated to attracting new customers while retaining loyalty.

OUR VISION

In the early 1970s the young visionary entrepreneur, Jean Gédouin, cultivated a passion for scientific studies which demonstrate the benefits of seawater to the skin.

PHYTOMER was created in 1972, marking the invention of marine cosmetics: a new form of skin care offering incredible diversity from the marine world as a solution for the world of beauty.

40 years later, driven by the same passion for the sea, PHYTOMER is now more than ever, the embodiment of marine skincare of the future.

OCEAN

Choose Marine Skincare

The sea contains the greatest source of available natural ingredients and presents a large range of cosmetic opportunities. PHYTOMER has developed a high-tech approach to skin care capable of cultivating the potential to extract esthetic benefits, while preserving the sea's incredible richness.

PHYTOMER scientists study the defense systems developed by algae and marine plants for survival in hostile environments (waves, UV rays, pollution, etc.). They extract ingredients capable of reproducing these natural processes and integrate them in advanced cosmetic formulas to be used on the skin. This is marine biomimicry: advanced cosmetics that imitate the best of nature for healthy and natural beauty.

To defend and enhance the immense potential offered by the oceans, PHYTOMER is committed to promoting marine biodiversity. Our unprecedented algae farming programs make it possible to preserve natural resources and reintroduce threatened species back into the wild. Our responsible production methods, including the use of filtering gardens to depollute wastewater and our participation in the development of green energies, limit our ecological impact as much as possible.





SCIENCE

Make the most of the latest breakthroughs in marine biotechnology

A real pioneer in marine skincare, PHYTOMER has made scientific progress its mission. For 40 years, its research and development teams have been discovering the most high-performance marine ingredients and inventing the skincare of the future.

PHYTOMER is positioned at the forefront of marine biotechnologies. This new high-tech and environmentally-engaged biochemistry uses marine microorganisms to produce new, totally unprecedented, natural ingredients. It paves the way for increasingly effective and sensorial formulas with a reduced impact on the environment.

To date, PHYTOMER is one of the only skincare companies in the world that has mastered marine biotechnologies via an entirely new generation of ingredients: Marine ExoPolySaccharides (EPS), unique and inimitable natural sugars with revolutionary skincare applications.





BEAUTY

Offer your customers performance and well-being

The effectiveness of PHYTOMER products and treatments has been scientifically proven by independent laboratories. Their quality has been confirmed on the field by the brand's presence in over 10,000 points of sale worldwide. In this way, PHYTOMER continues each year to appeal to thousands of new professionals who are won over by must-have products, such as OLIGOMER®, and the latest innovations, such as VMR, the incredible professional treatment "top coat."

Beyond the results that they provide, PHYTOMER face and body treatments are an invitation to well-being. Innovative, intensely relaxing and deeply holistic, they create a relaxing atmosphere from the very first Marine Immersion Phase. This complete care approach continues with relaxing massages featured in all of the treatments, notably the Relax Back Module. Numerous exclusive signature products, including Self-Heating Marine Mud, provide the sensation of "letting go" for a prolonged sensory experience.



OUR STRENGTHS

Over the past 40 years, PHYTOMER has remained an independent family business now directed by the founder's son, Antoine Gédouin. Firmly anchored in the heart of the marine world in Brittany, PHYTOMER counts nearly 200 employees at both its head office in Saint Malo and its research and production site in the world-famous bay of Mont Saint-Michel.

Its professional know-how and the renowned quality of its products give the brand a strong international reputation and ensure its select presence in the most prestigious salons, spas and hotels of the world.



OLIGOMER®

Access worldwide cosmetic exclusivity

Discovered by PHYTOMER in 1972, OLIGOMER® is a sodium-reduced seawater concentrate that contains all of the remineralizing properties of seawater. Including 104 trace elements essential to the balance and vitality of the body, this incredible natural ingredient is protected by a manufacturing secret that has ensured PHYTOMER's exclusivity worldwide. Featured in PHYTOMER products and treatments, OLIGOMER® delivers remineralizing properties to strengthen the skin and recharge it with energy.

PROFESSIONAL EXPERTISE

Develop a motivating and profitable experience

It is of the utmost importance to PHYTOMER to develop products designed only for professionals. The expert textures and optimized concentrations guarantee high-end esthetic solutions. The exclusive manual techniques, developed in collaboration with our consultant osteopath, enrich the massage palette while completing the effectiveness and originality of the treatments.

The treatment costs are systematically optimized to ensure profitability. You are provided with the costs structure along with the detailed treatments procedures, in order to encourage a simplified and economic management of the point of sale, as well as high-quality service.

INTEGRATED RESEARCH AND PRODUCTION

Benefit from reliable, high-performance products

Thanks to the marine ingredients derived from its own research, its unique formulas and an integrated production site, PHYTOMER controls the entire manufacturing process of its products. In perfect autonomy, from the raw material to the final product, PHYTOMER carries out very strict inspections at each step of the production to guarantee irreproachable quality and traceability of its products. Throughout this process, the focus is placed on the use of responsible production techniques in order to preserve our environment.



OUR BEAUTY TREATMENT

PHYTOMER treatments reconcile in the treatment room, the skincare performance of the salon with the holistic well-being of the spa. They stand out with exclusive manual techniques combined with specific professional products at the height of biotechnological performance. They express 40 years of professional expertise dedicated to the creation and training of original, relaxing and extremely active procedures.

PRECISE HIGH-PERFORMANCE FACIAL TREATMENTS

Our 40 years of facial treatment expertise have enabled PHYTOMER to develop a high-performance, attractive and easily adaptable treatment menu. It includes six main treatments, each following the same structure. The original approach features unprecedented treatment methods and an entire series of salon products for professional use only.

FOR WOMEN

Seawater Pearls

Quenching Moisturizing Treatment

60 minutes

The unique combination of seawater pearls and algae caviar in an ultra-moisturizing treatment to visibly plump the skin, and give a radiant complexion providing optimal relaxation.

Extended Youth

Wrinkle Correction Firming Treatment

60 minutes

Three key steps in a very high-performance treatment to resurface the skin, fill wrinkles and restructure the face. After 1 treatment, wrinkles are visibly reduced and the skin is firmed.

Douceur Marine

Comforting Soothing Treatment

60 minutes

A halo of softness for skin that is sensitive or subject to redness. This cocoon treatment softens the skin and heightens its protection system for a soothed and ideally hydrated epidermis.

Marine Breeze

Pollution Shield Beauty Treatment

60 minutes

Provides a real dose of oxygen to the skin: shine is reduced as the skin is cleansed and detoxified to regain all of its luminosity.

White Lumination

Radiance Brightening Treatment

60 minutes

An immediate burst of radiance for a complexion glowing with beauty ; with total satisfaction in terms of skin radiance, the reduction of dark spots and the brightening of the complexion.

Acnipur

Blemish Solution Treatment

50 minutes

A deep-cleansing program with proven effectiveness against blemishes for visibly healthier-looking, clearer skin and a complexion that regains all of its freshness.

FOR MEN

Skin Escape For Men

4 Facial Treatments for Men

60 minutes

The masculine version of the moisturizing, wrinkle-correcting, soothing and blemish-solution treatments.





SIGNATURE FACIAL TREATMENT

Youth Revealing Pioneer Treatment

Face, Lips and Décolleté

75 minutes

Beyond the frontiers of traditional skincare, this exceptional treatment guarantees instant results in terms of the skin's youthfulness and luminosity thanks to three major innovations:

- XMF EPS, an exceptional biotechnological ingredient that immediately smoothes wrinkles and densifies the skin mattress,
- VMR FINAL SKIN REFINER, an unprecedented "top coat" used at the end of the treatment over the cream for a radiance-boosting effect and prolonged results,
- PRO-YOUTH MASSAGE, an exclusive manual technique developed with our consultant osteopath to combat visible wrinkles and skin slackening.

WORLD-RENOWNED BODY TREATMENTS

PHYTOMER is a benchmark in the field of contouring thanks to innovative beauty treatment protocols and the use of high-performance marine products with patented ingredients. This expertise is expressed in the wide array of PHYTOMER body treatments that draw effectiveness from varied esthetic methods and specific professional products.

Satin Shimmer

Exfoliation with Salt Crystals

40 minutes

Exfoliation with salt crystals combined with a moisturizing massage for an instant embellishing treatment that leaves the skin soft and silky.

Marine Body Wrap

Detox, Contouring or Invigorating
Massage and Body Wrap

60 minutes

A choice of 3 high-performance marine body wraps combined with a complete body massage to help eliminate toxins, break down fat or invigorate the tissues.

Detox Back Massage

Purifying Back Treatment

40 minutes

A relaxing massage of the back, scalp and feet, combined with detoxifying marine products.

OLIGOMER® Silhouette

Refining Remodeling Marine Body Treatment

75 minutes

A complete treatment in 2 steps: contouring balneotherapy followed by a massage to the entire body to promote weight-loss. Reshapes the figure with just 5 treatments: waist: - 1 cm*. hips: - 2 cm**.

* Clinical test on 14 women who received 5 treatments over 3 weeks. Best result. Average: -0.3 cm.

**Clinical test on 14 women who received 5 treatments over 3 weeks. Best result obtained after 5 treatments. Average: -0.5 cm.

Body Firming

Firming Body Wrap

50 minutes

A highly efficient gel wrap is applied and massaged into the skin to firm the skin, tighten tissues and combat skin slackening.

Leg Revival

Leg Soothing Beauty Treatment

35 minutes

A targeted treatment to beautify, comfort and relieve tired legs.

Essential Sculpting Care

Abdomen-Buttocks-Thighs Contouring Treatment 60 minutes

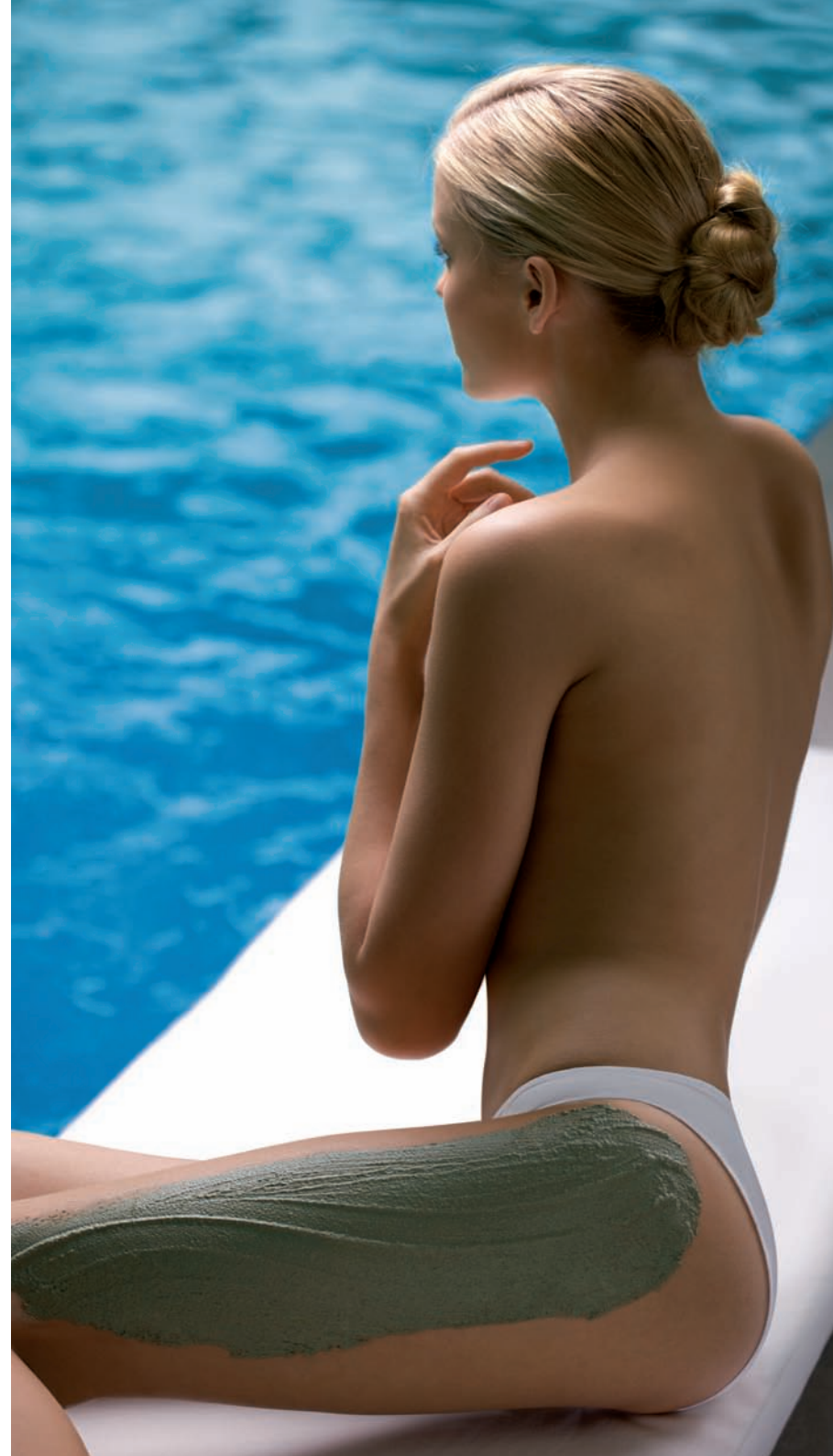
The solution to refine the figure and smooth cellulite. The combination of "fat-burning" Thermo-Reducing Clay and intensive targeted massages offers the ultimate in contouring effectiveness in spas and salons: loss of up to 1 size after 5 treatments.*

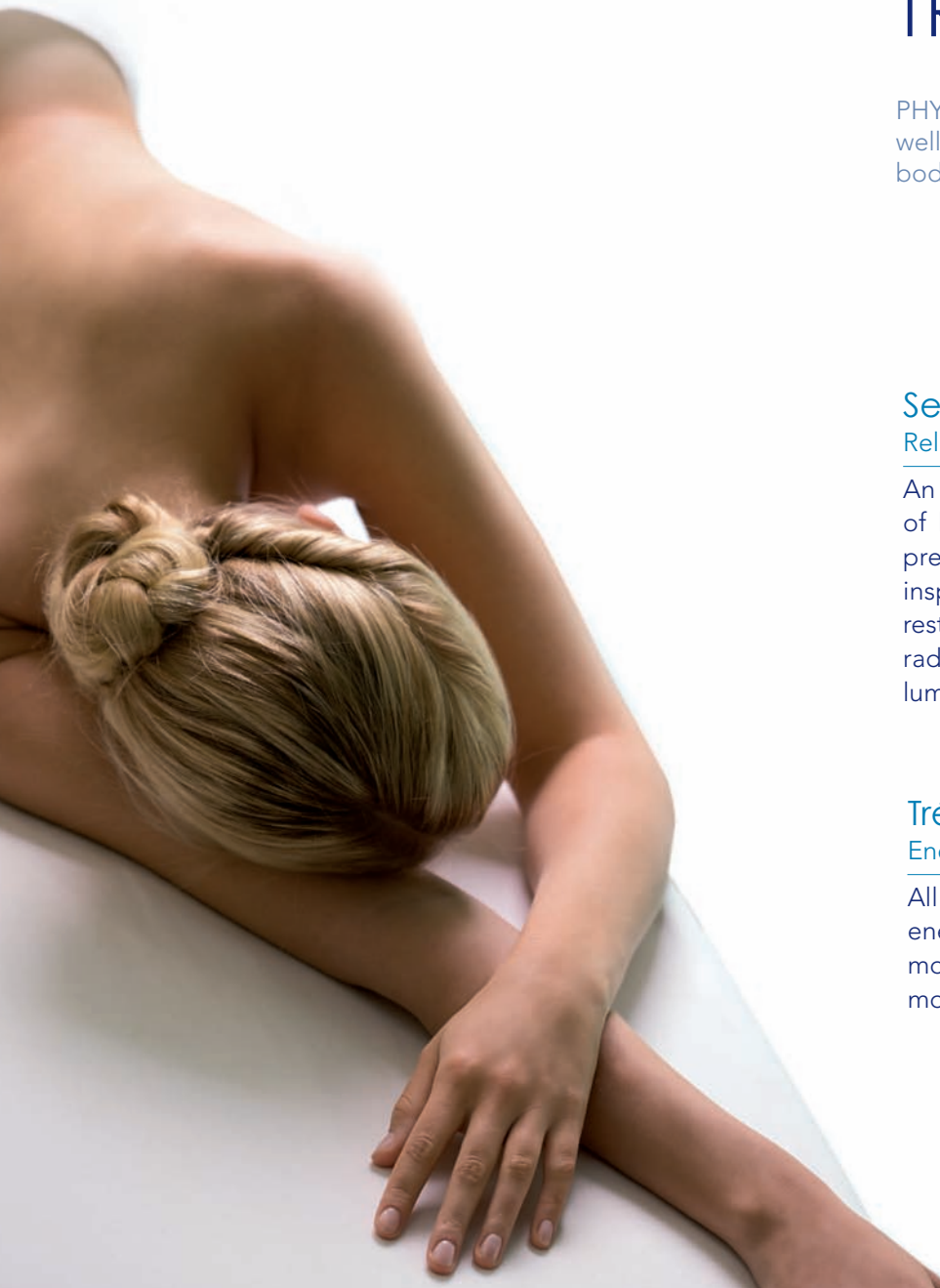
*Clinical test on 23 women who received 5 Sculpteur Intégral treatments in 3 weeks. Best result. Average: loss of 0.9 cm in waist circumference.

OLIGOMER® Pure Invigorating

Energizing Remineralizing Balneo Treatment 60 minutes

Experience the art of thalassotherapy. Soak in a jetted tub with a bath rich in remineralizing marine ingredients, followed by a full-body massage for an ultimate invigorating effect.





BENCHMARK HOLISTIC TREATMENTS

PHYTOMER offers 3 exceptional marine beauty treatments for absolute well-being. An invitation to serenity to ease all tension and recharge the body with energy...

Sea Holistic

Relaxing Radiance Face and Body Massage

70 minutes

An ultra-relaxing treatment with its gentle warmth and aromatic scent of lavender flowers. Including a combination of effleurage strokes, pressure and stretching, this very original body massage uses Thai-inspired sea boluses to eliminate areas of tension one-by-one and restore balance to the body. An exfoliation with sea salt crystals and a radiance-boosting facial treatment restore all of the skin's natural luminosity and softness. The ultimate in relaxation...

Trésors des Mers

Energizing Body Massage

60 minutes

All of the art of massage in an invigorating treatment for a relaxed and energized body. This detoxifying massage is combined with relaxing movements that encourage the body to completely let go. A special moment to replenish your energy, like a seaside escapade.



SIGNATURE HOLISTIC TREATMENT

OLIGOMER® SPA

Holistic Rejuvenating Body Treatment

90 minutes

Deeply relaxing and reenergizing, this body treatment combines exfoliation and massage in a unique multisensory experience based around OLIGOMER®, the legendary PHYTOMER ingredient with remineralizing and fortifying benefits.

Its specific massage offers a totally comprehensive holistic approach from the tip of the toes to the top of the head. It awakens the senses of every part of the body, which gradually unwinds under the beautician's hands for an instant replenishing effect, offering incomparable relaxation.



OUR PRODUCTS

Retail products are developed as the home extension of the spa treatment. They offer excellent proven effectiveness and an ideal solution to all esthetic concerns. Their formulas focus on sensoriality and careful attention is given to the fragrances and textures. This range is easy to understand and manage by professionals, ensuring great customer loyalty.

PERTINENT RANGE TO OPTIMIZE RETAIL SALES

Our **FACE** products contain the latest advanced marine ingredients for a high-performance targeted offer.

Our **BODY** products combine a high-tech contouring offer and delightful products to enhance beauty.

Our **MEN'S** line, short and effective, is adapted to the specific needs of men's skin.

Our **SUNCARE** program offers the best of marine ingredients for a radiant and lasting tan. It combines protection and skin embellishment.

Our **NUTRITION** products make it possible to develop sophisticated and personalized programs by combining spa treatments, skincare products and dietary supplements.





INTELLIGENT INGREDIENTS AND INNOVATIVE PRODUCTS

PHYTOMER is world-famous for the number and quality of its innovations.
Two recent products illustrate the PHYTOMER scientific expertise particularly well:



GLYCOLIGHT

Night Contouring Bi-Gel

The 1st “cosmetic diet” that works while you sleep

Its unprecedented ingredient, Sea Absinthium, goes after sugars to limit fat storage during the night and facilitate its removal in the morning.*

Record contouring: -3 cm in waist size.**

Effortless: 1 application in the evening for just 2 weeks.

* In vitro tests on the ingredient.

** Centimetric measurements on the waist, stomach and hips of 22 women after 14 days of use, once a day. Average values obtained on 8 out of 22 women. Overall results, respectively: -1.9 cm, -1.3 cm, -0.8 cm.

PIONNIÈRE XMF

Perfection Youth Cream

A concentrate of marine biotechnology

A deliciously fine and comfortable “second skin” cream endowed with an unprecedented biotechnological ingredient with exceptional youth-revealing properties: XMF EPS. Day after day, the skin is smoother, firmer and more luminous.

Smooths the appearance of wrinkles in 1 hour.*

* Instrumental test on 23 volunteers.



OUR SUPPORT

PHYTOMER works with you day after day to help you develop professionalism, where beauty goes hand in hand with well-being.

CUSTOMIZED TOP-LEVEL TRAINING

The PHYTOMER Training Center has offered excellent training for thousands of professionals worldwide for almost 40 years. The “Marine Immersion” training sessions in Saint-Malo ensure complete mastery of the PHYTOMER procedures. On the field, our trainers are by your side to answer operational questions and further improve practical knowledge of the PHYTOMER method.

ACTIVE MARKETING AT THE POINT OF SALE

With approximately 15 promotional operations per a year, PHYTOMER helps enhance your point of sale and generate traffic. The launches of new products come with high-impact promotional material to catch customers’ attention and create an event in the spa or salon. Promotional operations allow you to build loyalty and recruit new consumers thanks to appealing offers or attractive gifts.

BUZZ IN THE CONSUMER PRESS

PHYTOMER is a brand that is well-known, respected and appreciated by all major women’s magazines. Beauty journalists love our innovations, cutting-edge technology, and excellent quality of products and treatments.

A HIGHLY DEDICATED SALES TEAM

At PHYTOMER’s head office, the sales team helps you in your approach and answers questions. On the field, your PHYTOMER contact advises you and supports you in the development of your business.



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