



PHYTOMER







THE NEW FRONTIER OF SKINCARE

PHYTOMER goes beyond traditional cosmetics and introduces a new generation of professional treatments: more effective, more sensory and more environmentally friendly.

Become an ambassador of a brand that stands out from the crowd by looking toward the future. Share the success of a new type of cosmetics, both highly effective and environmentally-engaged, resolutely innovative and fundamentally holistic.



FRONTIER 1 | SCIENTIFIC INNOVATION

| Marine biotechnology for record performance

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 unprecedented performance.

Offer clients a level of efficacy that really makes a difference

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

Today, PHYTOMER is one of the few cosmetic companies in the world that masters marine biotechnology to produce, through high-tech and environmentally friendly methods, totally unique and natural ingredients. PHYTOMER stands out from the crowd with whole new generation of ingredients: Marine ExoPolySaccharides (EPS), unique and inimitable natural sugars with revolutionary cosmetic applications. These EPS ingredients are used to create increasingly effective and very sensorial cosmetic formulas with a reduced environmental impact.



PHYTOMER cultivates algae of optimum quality and purity in the laboratory.



PHYTOMÉR

BODY BLUR

Shaka
Shaka

Lotion Minceur
Ultra-Lissante

Ultra-Smoothing
Contouring Lotion

BODY BLUR Shaka Shaka: The 1st shakable body contouring formula

| 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:

PIONNIÈRE XMF Perfection Youth Cream **Face Innovation**

A concentrate of marine biotechnology

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

Smoothes the appearance of wrinkles in 1 hour*.

* Instrumental test on 23 volunteers.

BODY BLUR Ultra-Soothing Contouring Lotion Shaka Shaka **Body Innovation**

Ultra-smoothing skin solution

Technological prowess delivered in three phases, this shakable water-oil-powder lotion instantly smooths cellulite while tackling visible fat.

Powerful correction of orange peel skin in 1 month*

Dimpling: -10%*

* Visual scoring of cellulite dimpling, clinical test on 23 women. Twice daily application for 28 days.

| Passion for marine cosmetics

PHYTOMER develops pioneering marine cosmetics with a real passion to create new, very high quality, environmentally friendly products at the forefront of the latest trends.

A preference for natural cosmetics that are environmentally friendly

Using cutting-edge marine biotechnology enables PHYTOMER to significantly restrict the use of chemical products and the number of samples taken from the wild. The unprecedented algae cultivation programs conserve natural resources and even help to reintroduce species in danger of extinction into the wild. Moreover, in the various stages of production, PHYTOMER favors methods with limited environmental impact to preserve the rich and fragile marine ecosystems. Hence, the use of filtering gardens to treat waste water and participation in the development of green energy minimize the ecological impact.

Working with a MADE IN FRANCE family brand

For 3 generations, PHYTOMER has been creating unprecedented marine active ingredients in-house and manufacturing these high-quality products to be distributed throughout the world.

As an independent family business, PHYTOMER is passionate about the huge potential of marine cosmetics.

Firmly anchored in Brittany, France, the heart of the marine world, PHYTOMER counts nearly 200 employees at both its head office in Saint-Malo and research and production site in the world-famous bay of Mont Saint-Michel.

Choose quality and efficacy

PHYTOMER controls the entire manufacturing process of its products, from the marine ingredients derived by its own research to the creation of unique formulas and the integrated production site. 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.

PHYTOMER is one of the few cosmetic companies to comply with such a level of professionalism and quality in its manufacturing processes.



To defend and promote the enormous potential that resides in the oceans, PHYTOMER is committed to limiting its environmental impact and promoting marine biodiversity.

FRONTIER 2 AVANT-GARDE MANUAL TREATMENTS

| Signature techniques for a therapeutic experience

In beauty and spas, advanced technical products reserved for professionals, combined with avant-garde manual protocols offer clients a memorable experience and record performance.

Use advanced manual techniques

The exclusive massage techniques developed by our Training Center in partnership with key advisors (osteopath, doctors etc.) contribute to a heightened performance. They are combined with expert products specifically developed for spas and salons; and cleverly put to work in novel treatments performed by some of the best therapists around the globe.

Guarantee scientifically proven results

All PHYTOMER products are systematically tested before being put on the market. In vitro measurements are often used to assess the effectiveness of new formulas. They are supplemented by in vivo evaluations, on a panel of volunteers, under real conditions. All of these tests confirm the high-performance of PHYTOMER treatments and demonstrate their sensorial qualities.

Offer your clients a holistic experience

PHYTOMER facial and body treatments are intimately linked with well-being. Intensely relaxing and deeply holistic, they create a calming atmosphere from the first stage of the Marine Immersion. This specific care is ongoing through the relaxing massages included in all the treatments. Many PHYTOMER exclusive signature products, such as Self-Heating Marine Mud, help the client ease into a state of relaxation and prolong the treatment's sensorial experience.



PHYTOMER treatments reconcile the skincare performance of the beauty salon with the holistic well-being of the spa.

| Precise high-performance facial treatments

40 years of facial treatment expertise have enabled PHYTOMER to develop an attractive treatment menu. Unprecedented treatment techniques and signature relaxation methods are combined with exclusive professional products with specific galenic formulas in concentrations optimized with marine ingredients.

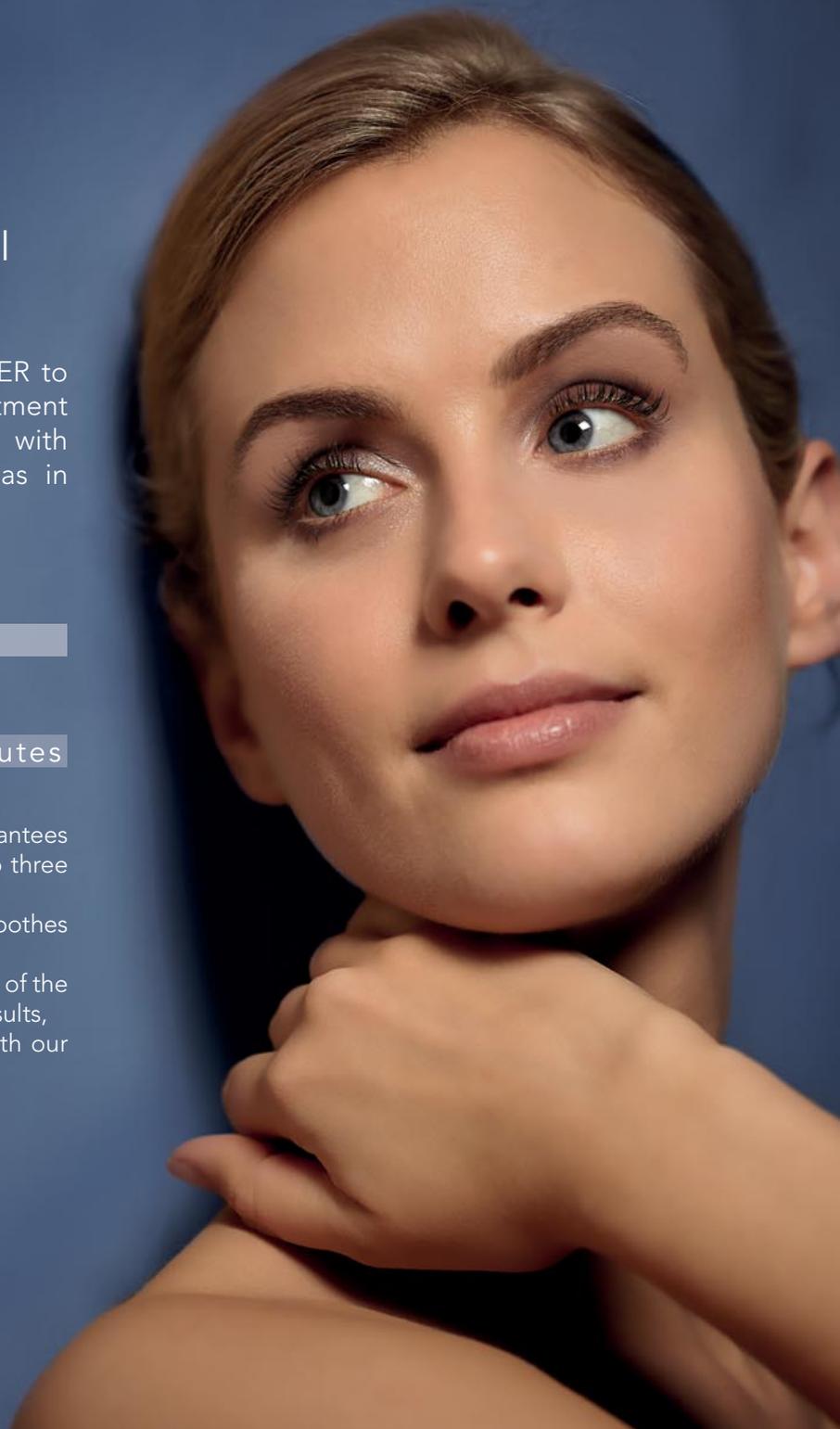
1 Signature facial treatment

YOUTH REVEALING PIONEER TREATMENT 75 minutes

Face, Lips and Décolleté

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:

- EPS XMF, 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.



7 Professional facial treatments

EXTENDED YOUTH Wrinkle Correction Firming Treatment

75 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.

WHITE LUMINATION Radiance Brightening Treatment

75 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.

HYDRA BLUE Plumping Moisturizing Treatment

75 minutes

A moisturizing bath for skin with record efficacy. The results are instant: skin regains comfort and radiance. It is plumped and rested.

DOUCEUR MARINE Comforting Soothing Treatment

75 minutes

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

MARINE BREEZE Pollution Shield Treatment

75 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.

ACNIPUR Blemish Solution Treatment

65 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.

SKIN ESCAPE FOR MEN 4 Facial Treatments for Men

75 minutes

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

1 Complementary treatment module

EYE PERFECTION Radiance Smoothing Eye Treatment

25 minutes

An ultra-complete, efficient and relaxing module treatment for beautiful eyes that sparkle with youth. The eye contour area is smooth and rested.



MORPHO DESIGNER Perfect Contour Treatment: After a smoothing multi-exfoliation, a reshaping and refining massage sculpts "dream contours" for perfect-looking skin.

| 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.

1 Signature body treatment

MORPHO DESIGNER Perfect Contour Treatment

60 minutes

This innovative body treatment offers an integral beauty experience by combining three major esthetic actions in a single protocol: contouring, firmness and skin quality.

To achieve this, it uses a manual technique different from conventional contouring protocols: the Contouring and Firming Design Massage. This integral massage super active and gentle at the same time, is the result of close collaboration between PHYTOMER International Training Center and its consultant osteopath. It redefines contouring movements to slenderize the silhouette while reshaping it, with a maximum amount of comfort.

MORPHO DESIGNER also entices the pleasure of the senses through enveloping textures that blend with the skin. Its refined scents and textures help energize both body and mind.

7 Complete results-oriented technical body treatments

SCULPT ZONE Target Treatment for Abs-Buttocks-Thighs

60 minutes

An intensive localized treatment on the abdomen-buttocks-thighs area to beat excess fat and cellulite in record time. With an express treatment or intensive program, radical slimming results are achieved. More than 1 cm less in waist circumference in only 4 treatments*.

*Centimeter measurements taken on 19 women who received 4 treatments in 2 weeks. Average values obtained.

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, tighten tissues and combat skin slackening.

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 a completely invigorating effect.

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.

DETOX BACK MASSAGE Cool-Down Treatment

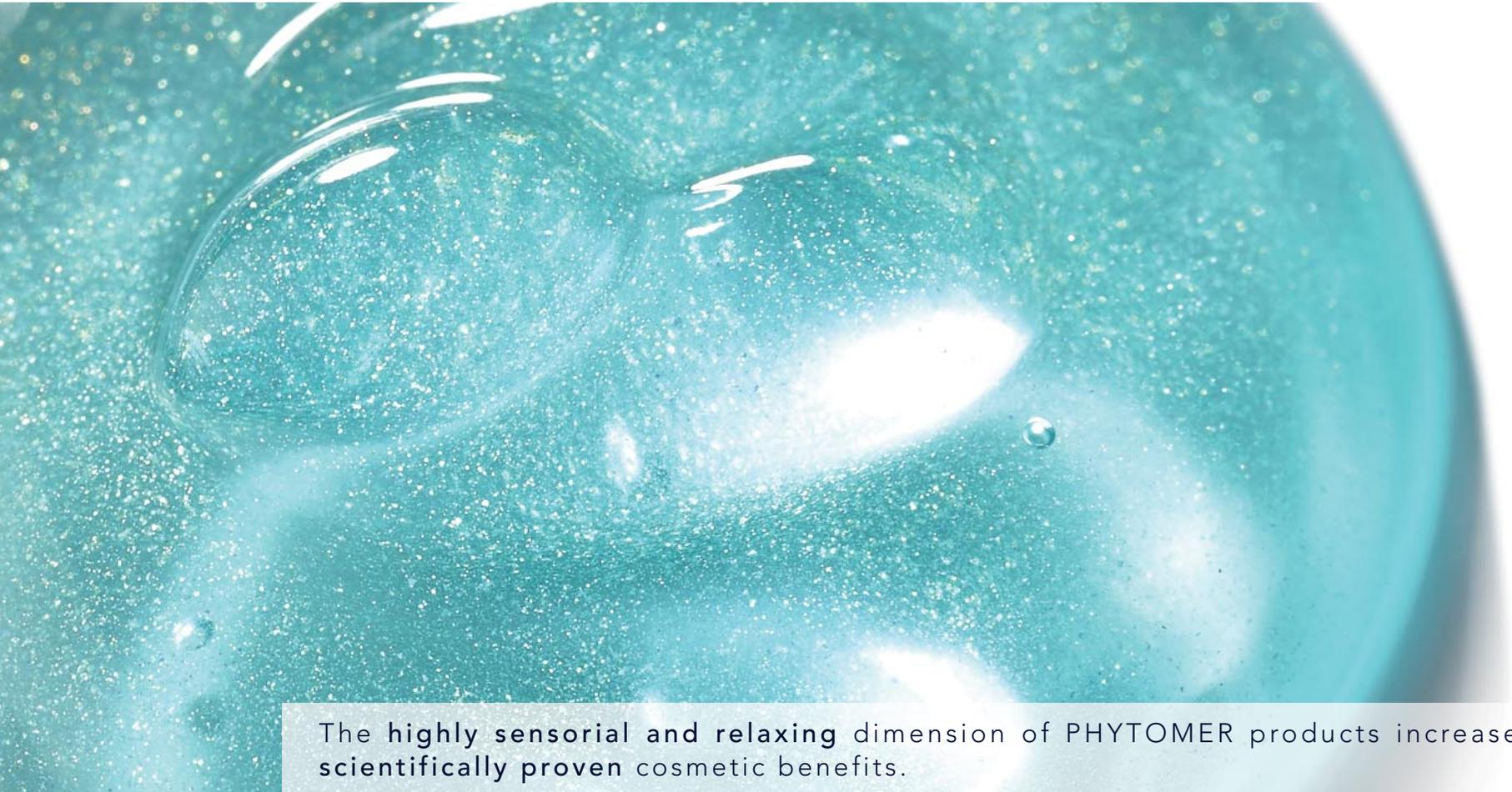
40 minutes

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

LEG REVIVAL Leg Soothing Beauty Treatment

35 minutes

A targeted treatment to comfort and relieve tired legs, as well as visibly enhance their appearance.



The highly sensorial and relaxing dimension of PHYTOMER products increases the scientifically proven cosmetic benefits.

| Benchmark holistic treatments

PHYTOMER offers exceptional marine treatments for total well-being. The exclusive massages at the heart of each treatment provide serenity that relieves tension and gives renewed energy. The products used create an atmosphere conducive to "letting go" for a full-body, sensorial experience.

1 Signature holistic treatment

OLIGOMER® SPA Replenishing Holistic Treatment

90 minutes

Deeply relaxing and re-energizing, 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 therapist's hands for an instant replenishing effect, offering incomparable relaxation.

2 Completely sensorial and deeply holistic well-being treatments

SEA HOLISTIC Relaxing Radiance Face and Body Massage

70 minutes

An ultra-relaxing treatment with its gentle warmth and aromatic scent of lavender flowers includes 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 escape.



OLIGOMER® SPA treatment: the epitome of well-being with an OLIGOMER®-based treatment, the emblematic sea water concentrate naturally rich in trace elements.

FRONTIER 3 BUSINESS RESULTS

| Strategy for developing a dynamic and profitable partnership

The reputation of the PHYTOMER brand, its pioneering position on the Internet, optimized treatment costs and its attractive resale catalog fuel its partners' development.

PHYTOMER partners work with optimized treatment costs and maximum resale potential

PHYTOMER is committed to developing facial and body treatment protocols to maximize profitability. The treatment costs are calculated precisely and transparently to help spa partners manage expenses. The use of effective and concentrated products, as well as unique professional PHYTOMER expertise, enable developing ultra-effective treatments with a highly adjusted cost of materials. Spas can satisfy every client need while maintaining a highly profitable business.

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 scents and textures. The range is proving very attractive to customers, which facilitates resale while gaining loyalty.



DOUCEUR INTEMPORELLE

PHYTOMER

PHYTOMER products incorporate the very latest advanced marine ingredients for an ultra high-performance offer that combines **pleasure of use and results.**

Be a partner of a global brand, well-known to the general public

PHYTOMER, a true pillar of the professional market for over 40 years, has already proven itself and, every year, continues to attract thousands of new sales outlets worldwide. Our professional expertise and the renowned quality of our products give the brand a strong international reputation and ensure a prominent place for us in salons, spas and hotels worldwide.

PHYTOMER now has 10,000 sales outlets in 80 countries.

Its huge expertise with professionals is illustrated particularly well in its partnerships with the most prestigious hotel groups: Four Seasons, Hyatt, Hilton, Sheraton, Kempinski, Le Méridien, Marriott, Ritz Carlton, etc. who have chosen PHYTOMER for their finest spas.

PHYTOMER is a brand that is well-known, respected and trusted by the press. Beauty journalists appreciate its innovations at the forefront of cosmetics and the excellent quality of its products and treatments. Hence, PHYTOMER products are regularly cited in all the leading magazines.

Partners benefit from the PHYTOMER website as a prestigious showcase and source of profit

PHYTOMER has developed an ambitious Internet strategy to make its website a tool for growth for its partners.

First of all, the objective is to improve your online visibility. In addition to its own site, PHYTOMER is a brand that is very much present on the Internet through social networks, opinion-sharing forums, search engines and so on. This contributes indirectly to promoting your point of sale through increased awareness. More directly, PHYTOMER highlights its partners on different pages of its website to drive customers to your spa.

The objective is to bring new customers through the "web-to-spa" program that is designed to redirect the consumer from the website to PHYTOMER partner spas. Thus, when a user orders online, they are encouraged to collect and pay for products in the retail outlet of their choice. This provides spas with multiple benefits: generation of additional revenue, better stock turnover and gaining potential clients for spa treatments.



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