




SUSTAINED DEVELOPMENT



SUSTAINED DEVELOPMENT is the combination of two words that take on new meaning when placed side by side. Development is the key word for economic and social progress, an indispensable factor for a society that is moving forward and offering its citizens a better quality of life. This is paired with respect for the natural equilibrium of the planet, which will then be able to meet the needs of future generations.

SUSTAINED DEVELOPMENT involves responsible environmental, social, and economic behavior, allowing consumers and citizens to become one, and lead the way to a promising future.



PHYTOMER AND SUSTAINED DEVELOPMENT: A LONG HISTORY!

From the very foundation of our brand, we decided to make our home in the marine world that gives our brand all of its strength. Our roots in Brittany are integrated in our very concept, making the environment not a concern, but a daily fact. This continual focus encourages a healthy relationship with nature and allows all of our researchers to be in constant contact with the marine environment, the source of our discoveries. Thus, it comes as no surprise that we were the first brand that truly aimed to protect our seas and oceans.



PHYTOMER: SEASONAL ALGAE HARVESTS

Since the dawn of humankind, human beings have understood the importance of earthbound and sea-growing plants. Men and plants developed close relationships through harvests and farming. Our algae harvests come from natural deposits. We farm in perfect harmony with algae reproduction periods and according to local regulations, hand in hand with algae farmers. We adapt our work to each variety of algae in order to protect the marine ecosystem.

PHYTOMER PLAYS A ROLE IN MARINE FARMING

SUSTAINED DEVELOPMENT also means understanding nature, its biodiversity and its ecosystems in order to control and protect its resources. By choosing a marine farming technique using cords, PHYTOMER only removes certain varieties from the natural stock and only produces the necessary amounts. We have implemented a farming program in a marine area spanning 70 hectares in a protected area.

PHYTOMER has thus become one of the pioneers of macro-algae farming for cosmetic use. Today, we are also farming threatened species that can later be reintroduced into their natural environment.

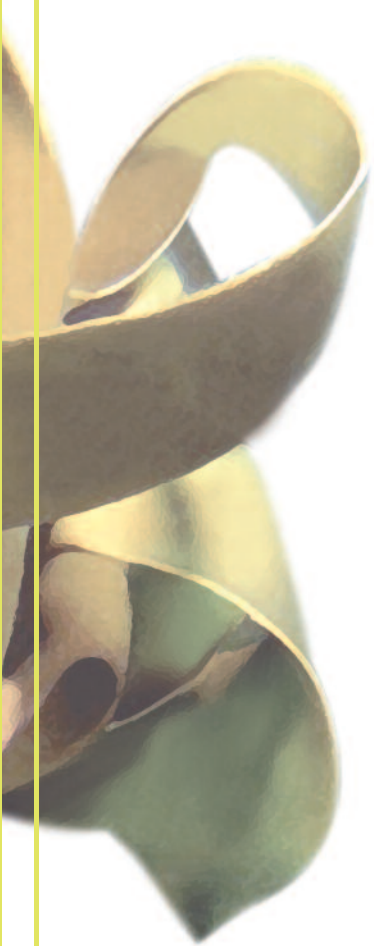
This method promotes the repopulation of the local ecosystem, as other algae develop within our farming areas and fish reproduce in these zones naturally. In this way, we have integrated the sustained development principles and challenges for the Brittany coasts.



PHYTOMER: ACTING LOCALLY FOR ENVIRONMENTAL PROTECTION

In 2006, PHYTOMER made a commitment in Saint-Malo to defending the marine heritage of the Emerald Coast, alongside the ATTENTION MER FRAGILE (meaning TAKE CARE, FRAGILE SEA) association. The association received € 6,000 (8140 US\$) in financial support from PHYTOMER thanks to a promotional operation in which € 1 was donated to the association for each SOUFFLE MARIN product sold. The collected funds were used for:

- The organization of marine environment preservation and beach cleaning operations, such as the World Ocean Day in Saint-Malo on June 8, 2006.
- The publication of an informative educational guide about regulations, eco-friendly steps to take each day, and the consequences of pollution on our environment. 100,000 copies were handed out in schools and on Brittany beaches in summer 2007.



PHYTOMER



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