



2



3

1. The warm, intimate reception area at the Phytomer Research Center has been completely renovated by interior designer Dominique Tosiani. It is the starting point for a visit to one of the most innovative laboratories in the world.
2. Phytomer scientists study the sea and its treasures. They cultivate the sea in their labs using sustainable, eco-conscious practices.
3. Weaving algae, an organic algae that is part of the Hydra Original moisturizing line, is grown off the coast of Saint-Malo in France.

Mont-Saint-Michel

PHYTOMER INNOVATION

SETTING A COURSE FOR MODERN INNOVATION AND FINDING A POINT ON THE HORIZON THAT'S SWEEPED BY THE WIND AND SPRAY OF THE WIDE OPEN SEAS ARE WHAT LIE AT THE HEART OF THE PHYTOMER CENTER FOR INNOVATION AND PRODUCTION. THE SITE, DEDICATED TO WELL-BEING, PROVIDES A SPACE THAT UNITES THE COMPANY'S KNOWLEDGE AND KNOW-HOW. IT HOUSES A WEALTH OF KNOWLEDGE AND REPRESENTS THE QUINTESSENCE OF MARINE COSMETIC FORMULATION.

Established on the Mont-Saint-Michel Bay in the early 80's, the Phytomer Center for Innovation and Production continues to expand its scope of experimentation. The Center houses research laboratories, algae cultivation areas and production zones. Today, Phytomer is considered a top reference in marine cosmetics and the company's research team have claimed the sea for their own. They explore the deep mysteries held within the sea to discover active molecules that will become the beauty solutions of tomorrow. Phytomer's commitment to innovation includes a deep respect for the environment and for the natural world that literally surrounds the production site. The reception area is still located in the original farm building where Jean Gédouin, founder of the brand, first set up his laboratories. The typical Mont-Saint-Michel Bay-style granite building embodies the family ties to the company and their passion for Brittany.

"In this reception area, we wanted to incorporate simple building materials that would harmoniously complement the historical building. The wall mural incites imagination and the colors represent an abstract interpretation of the mysteries of scientific research.

Overall, the space is designed to be a decompression chamber before visitors discover the fabulous creative journey that takes place in Phytomer product development," explains interior designer Dominique Tosiani.

By extending the ethos of the company's spas and products, the space incites a sense of well-being with soft lighting, plays on transparency, and warm, bare wood walls. The space leads to the new cell culture laboratory where skin biology experts analyze and measure the results active marine ingredients have on the skin. The visit continues through the culture labs which use eco-conscious methods to extract the skin benefits of algae cultures without removing them from their natural habitats. The algae are grown in huge tanks filled with seawater. The procedure is smart, sustainable, eco-friendly and utterly in sync with Phytomer's environmental protection convictions.

PHYTOMER

61, rue du Commandant
l'Herminier,
35400 Saint-Malo.
www.phytomer.fr