

PHYTOMER

PHYTOMER OPENS ITS NEW TRAINING CENTER

For over 50 years, the leader in top-of-the-range natural skincare made in France has been training beauticians from all over the world in its treatment protocols. **Phytomer** has just opened its new Training Center in Saint-Malo, the brand's birthplace, to welcome thousands of spa practitioners in an exceptional location.

Learning by the sea

Located opposite the company's historic headquarters, just a stone's throw from Saint-Malo's finest beaches, the **Phytomer** Training Center occupies 250 m² and can accommodate up to 28 trainees. The facility comprises 2 large, ultra-functional practice rooms, multiple washrooms and a large changing room for socializing and sharing.



The reception area

Training in the Art of Treatment

Designed down to the smallest detail by **Phytomer's** teams to optimize learning for professionals, the Training Center gives a central place to the practice of treatment. Each workstation is comfortable for both trainee and model, with screens displaying key points to be memorized, and a comfortable, uncluttered atmosphere conducive to work and concentration.

Designed with interior architect Dominique Tosiani, the **Phytomer** Training Center is inspired by the natural, upscale codes of the beauty house. The dominant deep blue, combined with the large volumes, immediately sets the tone: it calls for a connection to the sea and its benefits. Natural oak add elegance and naturalness. Magnificent, colorful fabrics create a refined atmosphere and invite a sense of well-being.



The changing room

A excellent introduction

Even before they start practicing, trainees feel the **Phytomer** spirit. Right from the reception area, which opens onto a large changing room, the design is meticulous, contemporary and friendly.

The attention to detail, the noble materials and the elegance of the accessories are immediately apparent. As with its products, **Phytomer's** focus here is on quality - both in the location and in the training provided.

Beautiful wooden benches adorned with ocean-hued cushions line the contours of this vast 80m² room designed for changing and socializing. Overhead, wooden shelves display **Phytomer** brand products, like so many promises of natural beauty.

In the center of the room, a large beauty table provides an opportunity to get back into shape after a training session, and to discuss what you've learned as a group.

Behind an impressive row of pretty lockers are several deep-blue shower rooms. Here, trainees can rinse off a wrap or mask at the end of their practical session, or simply relax before returning to their hotel by the sea.

The ultimate in practice

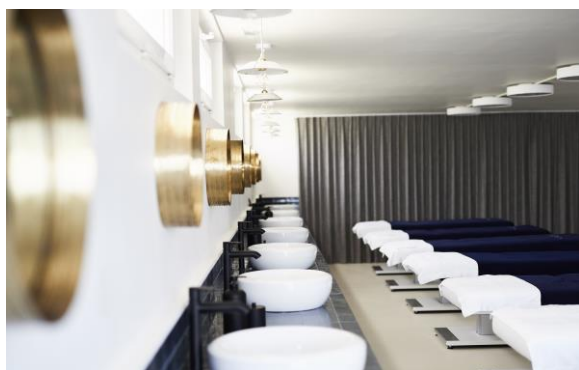
The 2 large practice rooms enable you to work with great comfort and seriousness, to assimilate the treatment method and protocols as effectively as possible. Each year, **Phytomer** welcomes an average of 500 trainees.

The practice rooms have been designed to offer maximum practicality for trainees, with one workstation per pair: ultra-comfortable Gharieni treatment bed, washbasin, mirror and storage cupboard.

The ambience is very bright, with a predominance of white, reminiscent of laboratories and the highly scientific spirit of the brand, which stands out for its innovations and results. But white doesn't mean cold; here and there we find beautiful fabric to warm us up, blue to make us dream, touches of gold for elegance.



Each of the 2 rooms is named after an island near Saint-Malo, the brand's birthplace and an inexhaustible source of inspiration.



LE GRAND BÉ

With 50 m² including 2 showers, this practice room can accommodate up to 12 students. The room is a harmonious blend of white and the brand's iconic blue. It is ideal for teaching all **Phytomer** face and body care protocols. As with the Cézembre room, all equipment provides a maximum learning environment.

CÉZEMBRE

In this room of over 70 m² dedicated to 8 workstations, or 16 students in training, every detail has been thought out for teaching and learning. High-quality, adjustable lighting, large screens to display content, vast, fully-equipped work surfaces and comfortable treatment beds.



Our team

Emilie Charlot, Training Manager, and her team teach the **Phytomer** brand philosophy and skincare protocols all over the world.

They teach the 2 objectives that are most important to us: quality and advice, to guarantee remarkable results.



Our training programs

Whether face-to-face or distance learning, Phytomer's ongoing training offers a concrete solution to every need: from brand discovery to sales and merchandising, right through to advanced training.

Our architect

Dominique Tosiani is an interior designer specializing in high-end hotels and boutiques. He is based in Saint-Malo. We've been working with him for 10 years on numerous projects, including our showcase spas in Paris and Saint-Malo: the Phytomer Spa & Wellness.



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