



From the Sea to the Skin

PHYTOMER



KADOON
We lead. Others follow.

OUR VISION OVER 3 GENERATIONS

BEAUTY BY THE SEA

We believe in the sea and want to offer all of its incredible benefits for the skin.

For 3 generations, we have created in France, **high quality products that respect both the skin and the environment.**



Antoine GÉDOUIN
President



Mathilde GÉDOUIN- LAGARDE
Brand Director



Jean GÉDOUIN
Founder (1972)

OUR ASSET FOR THE SKIN

THE POWER OF MARINE INGREDIENTS

The sea is a limitless reservoir of natural ingredients that work in perfect affinity with the skin.

PHYTOMER selects the best **marine ingredients - organic, wild and sustainable** – to offer the skin the best results and optimal tolerance.



CHAPTER 1



SPA EXPERT



PARTNERSHIPS WITH THE MOST BEAUTIFUL SPAS

PHYTOMER treatments deliver an unparalleled well-being experience.

They are chosen by the best professionals, in spas around the world:
from the seaside to the mountains and from the city streets to the countryside.



Four Seasons Hotel - Riyadh



The Spa/ The Nail Shop - Riyadh



The Rtiiz Carlton Hotel - Riyadh

HIGH-PERFORMANCE REJUVENATION IN THE TREATMENT ROOM

LUXURY NATURAL SKIN CARE

Our treatment menu pairs concentrated, high-performance, natural skincare products with exquisite face and body spa rituals that provide a renewed and rejuvenated sense of well-being.

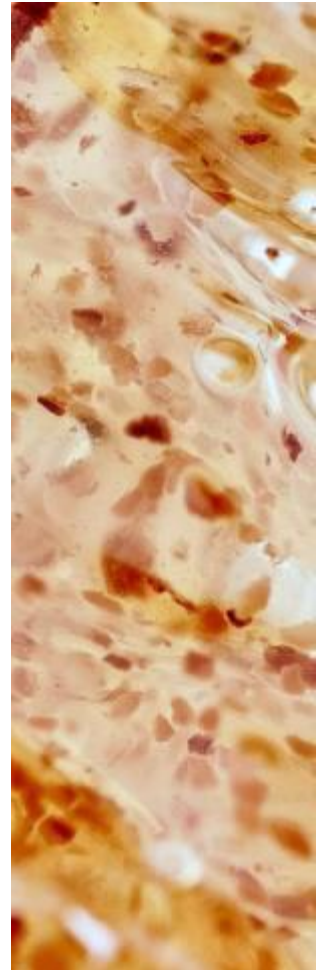
HOLISTIC care for face and body

100 % MANUAL treatments

Dedicated PROFESSIONAL
PRODUCTS with strong added value

Scientifically PROVEN RESULTS

OPTIMIZED TREATMENT COSTS



CHAPTER 2



ON THE CUTTING-EDGE OF INNOVATION



LEADING LABORATORIES IN MARINE BIOTECHNOLOGY

10 000 m² of Facilities

30 researchers

1 000 m² of sustainable algae

4 000 m² of organic plant cultivation

20 organic ingredients certified by Ecocert

2 MILLION units manufactured each year

More than **20 PATENTS**



INNOVATIVE EXCLUSIVE FORMULAS

INTEGRATED INNOVATION LABS AND PRODUCTION SITE

We are continually discovering the beauty solutions of tomorrow. **At our production site in France,** we develop our own cutting-edge natural active ingredients and carry out all product manufacturing steps from A to Z.



WORLD LEADER IN MARINE SKINCARE

Our researchers unlock the sea's secrets in order to extract its most potent natural active molecules and discover the best beauty solutions for the skin.



HIGH QUALITY MADE IN FRANCE

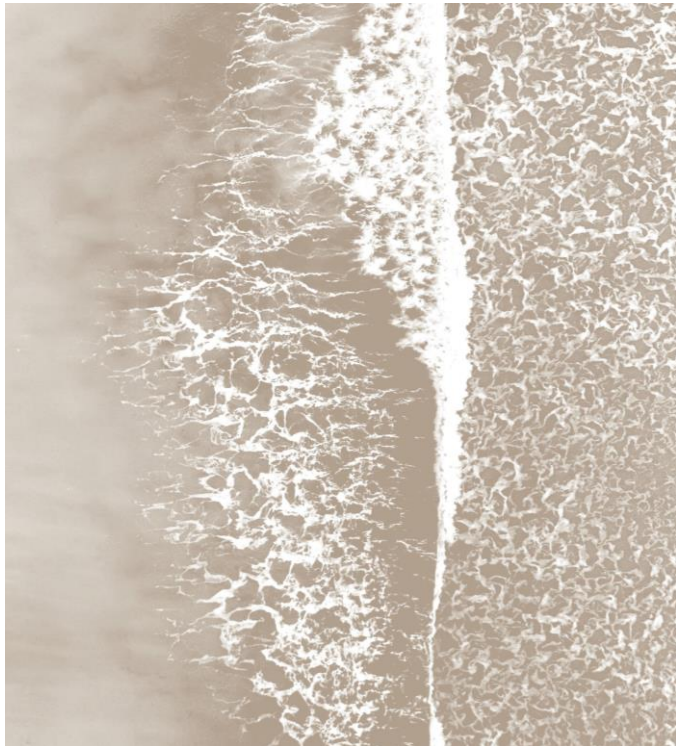
We manufacture all of our products in our production center on the Mont Saint-Michel Bay (in Brittany, France) according to the most stringent regulations in the world for quality and safety.

PRODUCTS THAT RESPECT YOUR SKIN

SAFE & EFFECTIVE FORMULAS

PHYTOMER formulas are rich in marine active ingredients. They are vegan-friendly and contain no ingredients that are potentially hazardous to the skin or the environment.

They are tested by third-party experts who certify **their safety, effectiveness and high tolerance levels.**





CHAPTER 3



PERSONALIZED
TREATMENT MENU

OUR YOUTH TREATMENTS

1. **PIONEER TREATMENT** Youth Revealing Treatment Face – Lips – Décolleté - 75 min

SIGNATURE TREATMENT

Discover a very original facial massage in an exceptional treatment with instantly visible results. The height of anti-aging effectiveness for firmer, smoother skin that glows with renewed radiance.

Particular attention shall be paid to the lips with the Youth Mask for Lips, a rich and unctuous balm that nourishes, plumps up the lips and keeps their natural beauty.

2. **EXTENDED YOUTH** Wrinkle Correction Firming Treatment - 60 min

3 key steps in an ultra-effective treatment to resurface the skin, fill wrinkles and restructure the face. In a single treatment the wrinkles are visibly corrected, leaving the skin firm.

3. **OLIGOFORCE LUMINATION** Complexion – Dark Spots – Wrinkles - 60 min

A complete global anti-aging treatment that illuminates the complexion, reduces dark spots and smooths wrinkles. The ideal combination with a 20% acid exfoliating peel and a OLIGOMER® sheet mask.



OUR TARGETED TREATMENTS

1. **CITYLIFE** Anti-Pollution Skin Freshness Treatment - 60 min

SIGNATURE TREATMENT

A breath of fresh air for your skin in a facial that distills all the benefits of the sea to detox and revitalize your skin. The break from pollution's harmful effects eliminates signs of fatigue, brightens your complexion and rehydrates your skin.

2. **HYDRA ORIGINAL** Plumping Moisturizing Treatment with Organic Algae - 60 min

WITH ORGANIC ALGAE

A skincare essential that combines high-performance moisturizing with intense relaxation by pairing luxuriously-textured products and a relaxing massage. Plumped and refreshed, the skin regains its soft, smooth, balanced glow.

3. **DOUCEUR MARINE** Comforting Soothing Treatment - 60/90 min

This pampering treatment softens your skin and enhances its protection system for soothed and ideally hydrated skin

4. **ACNIPUR** Blemish Solution Treatment - 60 min

This cleansing and mattifying facial treatment, with proven efficacy against blemishes, leaves your skin visibly healthier and clearer.

5. **EYE PERFECTION** Radiance Smoothing Eye Treatment - 25 min

An ultra-comprehensive treatment for sparkling, young-looking eyes. Your eye contour area is smooth and rested. To complement all facial treatments.

OUR CONTOURING TREATMENTS

1. **P5 SLIMMING TREATMENT** Massage and Algae Jam Body Wrap - 60 min

SIGNATURE TREATMENT

A full-body contouring spa treatment – ideal for wellness retreats – that combines a toning massage with a sea-fresh algae wrap to refine curves, reshape and tone. The proof is in the results after a course of 4 sessions: - 11% less belly fat and - 8% less thigh fat.



2. **SCULPT ZONE** Anti-Cellulite Massage and Wrap Abdomen – Buttocks – Thighs - 60 min

An intensive exfoliating scrub, a targeted massage, and a next-generation thermo-sculpting wrap melt away flab and cellulite in record time. The slimming results are dramatic: more than 1 cm less in waist circumference in only 4 treatments.

3. **MORPHO DESIGNER** Perfect Contour Scrub and Massage - 60 min

Total Body Beauty: slimmer, firmer, better skin quality. A smoothing, exfoliating scrub is followed by a slimming massage that reshapes the body's curves to perfection and leaves skin flawless.

4. **BODY FIRMING** Firming Body Wrap - 60 min

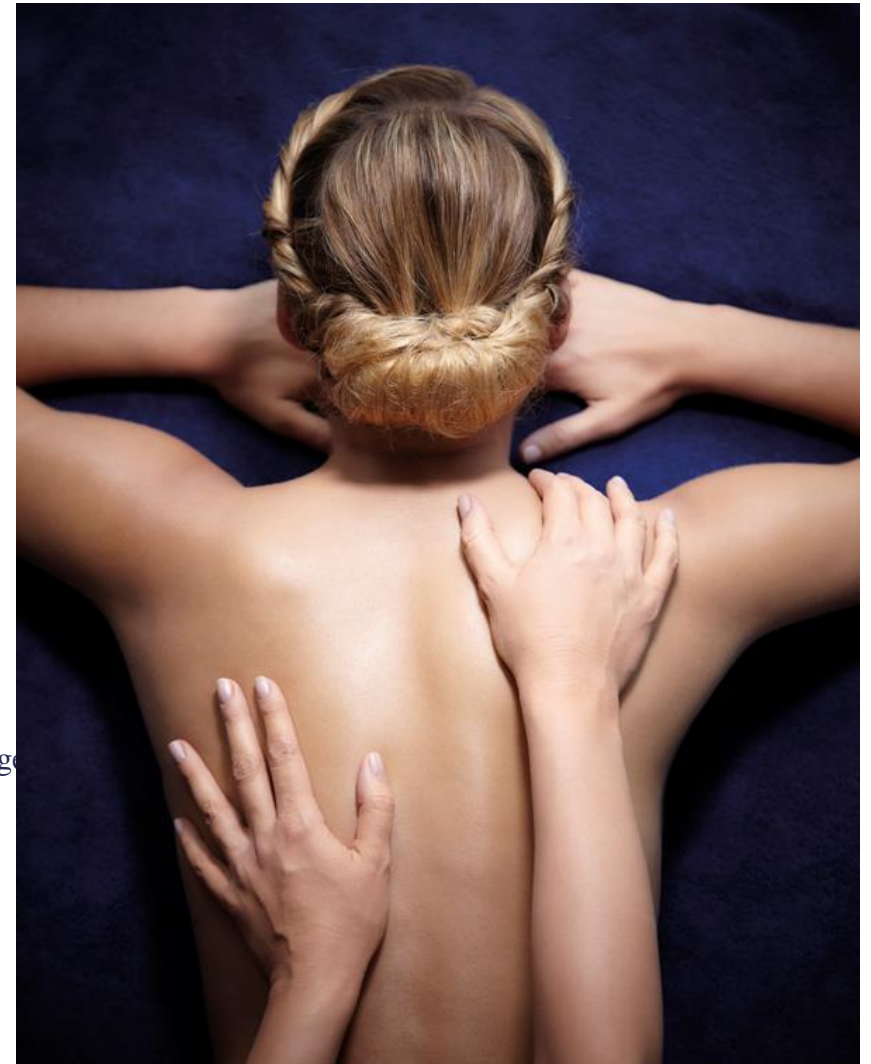
A high active gel wrap is applied and then massaged in order to firm the skin, tighten tissues and combat skin slackening.

5. **OLIGOMER® SILHOUETTE** Refining Remodeling Marine Body Treatment - 90 min

Balneotherapy with OLIGOMER® and slimming ingredients, coupled with a massage focusing on the areas prone to cellulite (stomach, hips, legs, back and arms), to give you an overall contouring result: firmer, smoother skin and a visibly trimmer figure.

OUR BEAUTY ESSENTIALS TREATMENTS

- 1. SATIN SHIMMER Salt Crystal Exfoliation - 40 min**
An exfoliation with sea salt crystals combined with a relaxing body massage for an express beauty treatment that leaves your skin soft and silky.
- 2. MARINE BODY WRAP Full Body Wrap and Massage - 60 min**
Choose the best marine contouring, detox or invigorating full body wrap. And enjoy a relaxing body massage.
- 3. LEG REVIVAL Leg Soothing Treatment - 35 min**
A targeted treatment to comfort and relieve tired legs, as well as visibly enhance their appearance.
- 4. OLIGOMER® PURE Invigorating Marine Treatment - 60 min**
Relax in a jetted, balneotherapy bath rich in remineralizing marine ingredients followed by a fully-body massage for an ultimate invigorating effect. It's the perfect treatment to unwind and recharge the body with energy.



OUR WELLNESS MASSAGES

1. **OLIGOMER® SPA** Replenishing Holistic Massage - 90 min

SIGNATURE TREATMENT

Deeply relaxing and re-energizing, this signature body treatment combines a full exfoliation with a totally encompassing massage from the top of the head to the toes. Every part of your body gradually loosens up under the hands of the beautician for a feeling of exceptional well-being.



2. **SEA HOLISTIC** Scrub and Relaxing Massage with Boluses - 60 min

Through soft effleurage strokes, targeted pressure, and stretching, this Thai-inspired massage eliminates areas of tension one by one using the gentle heat of warmed linen bundles. A sea salt crystal exfoliating scrub restores skin's natural softness. Gradually, your mind surrenders to an overall sense of well-being and long-lasting replenishment.

3. **TRÉSOR DES MERS** Personalized Energizing Massage - 60 min

A dynamic massage is the cornerstone of this get-in-shape treatment that leaves your body relaxed and reinvigorate - as if you'd just spent a weekend by the sea.

4. **CALIFORNIA WAVE** Relaxing Body Massage - 60 min / 30 min

The perfect combination of calm and fluid movements combined with long strokes to unlock tension and provide complete relaxation. With a supreme massage oil with a sweet, summery fragrance that enhances the skin's natural beauty.



CHAPTER 4



APPEALING RETAIL
COLLECTION

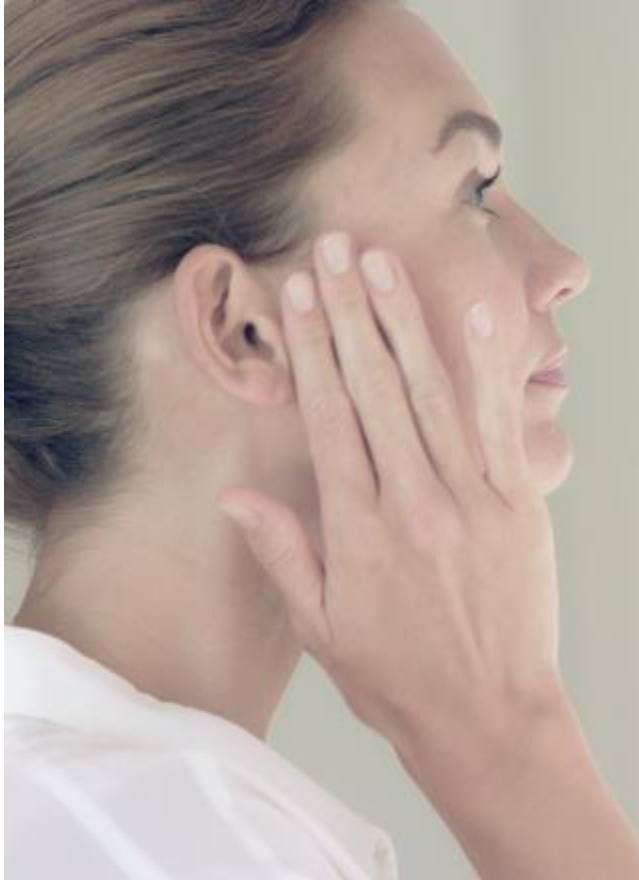
A QUALITY OFFER FOR ALL SKINCARE NEEDS

PHYTOMER has developed a product range of exceptional quality that effectively meets all beauty needs: **face, body, for men and sun protection.**



FACE RETAIL COLLECTION

TARGETED HIGH-PERFORMANCE FACE PRODUCTS



PREBIOFORCE
Smart serum
with Marine Prebiotic Complex
Balancing Soothing Concentrate



PIONNIÈRE XMF
Premium, high-performance
anti-age cream with exceptional results
Perfection Youth Cream

ORGANIC RETAIL COLLECTION

PHYTOMER ORGANIC FACE PRODUCTS



CYFOLIA
The perfect alliance of natural ingredients, effectiveness and quality
Radiance Hydra-Comforting Cream



CYFOLIA ALGAE
Organic algae, sustainably grown and harvested by hand in Brittany, France
Light-reflecting active ingredient for dull and tired complexion

BODY RETAIL COLLECTION

LUXURIOUS, EFFECTIVE BODY PRODUCTS



SEATONIC
**Firming power that's straight
from the sea**
Stretch Mark and Firming Oil



TRÉSOR DES MERS
**Precious cocktail of natural and
organic oils**
Beautifying Oil Face, Body, Hair



CHAPTER 5



BRAND AWARENESS

WELL-KNOWN BRAND NAME



#1 MARINE COSMETICS BRAND
that comes to consumers' minds

10 ARTICLES PER WEEK
in the press and on social media

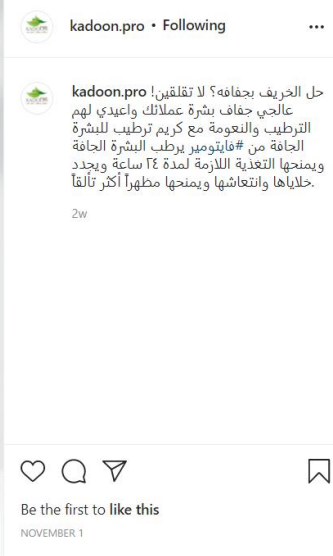
30 AD PAGES
in women's magazines in 2019

90 000 FOLLOWERS
on social media

40 000 SUBSCRIBERS
to the PHYTOMER newsletter

INFLUENCERS, POSTS, LIKES AND PHOTOS

Follow us on Instagram:
@Kadoon.Pro





CHAPTER 6



BY YOUR SIDE



PHYTOMER

MADE OF SEA

Phytomer cultivates its revitalizing benefits for all

MADE OF NATURE

Phytomer believes in natural and organic ingredients made in France

MADE OF TRUST

Phytomer partners with the top spas around the world

MADE OF QUALITY

Phytomer provides safety, beauty and wellness to the skin

MADE OF COMMITMENTS

Phytomer preserves and protects marine ecosystems

MADE OF ONE BELIEF

Nature is the new luxury



PHYTOMER