

# Phytomer x Servane Escoffier and Louis Burton

**Four years after their last collaboration, and a few months before the Route du Rhum sailing race, Phytomer is once again working with Servane Escoffier and her husband, sailor Louis Burton.**



## **What is Phytomer?**

Phytomer is a cosmetics company founded in Saint-Malo 50 years ago. Its goal is to bring the benefits of the sea into the most beautiful spas around the world. This family-owned company capitalizes on the sea's ingredients to create very high quality natural skin care products, exclusively manufactured in Brittany, France, using local ingredients and with respect for the environment.

## **Who are Servane Escoffier and Louis Burton?**

They are the founders and managers of the Saint-Malo BE Racing team, which leads Louis Burton's Imoca project on Bureau Vallée. The team also aims to select and coach young talents to prepare them for ocean racing.

## **Why this new collaboration?**

Mathilde Gédouin-lagarde, who manages Phytomer with her family, is a long-time friend of Servane Escoffier. She has always admired her exploits as a sailor and now as team manager of the talented Louis Burton.

But this collaboration is also and above all the result of values shared by these ambitious Saint-Malo natives who love the sea and have a taste for challenge. Servane and Louis have distinguished themselves in the greatest ocean races, while Mathilde and her husband Tristan Lagarde are conquering the most beautiful spas in the world. They are all 4 entrepreneurs, passionate about their hometown Saint-Malo and determined to write a greener and more responsible future in their respective professions.

#### 4 years later, what's new?

*Servane Escoffier:* For the past 4 years, the company has continued to develop. Our objective has been to ensure the rise of the company's expertise and the quality of life of our employees. We have strengthened our Corporate Social Responsibility (CSR) approach, focusing on well-being at work, the use of bio-sourced materials in our constructions, and the development of our educational project with students, which take our skippers on all the roads of France to speak positively about today's social and environmental issues.

*Mathilde Gédouin-Lagarde:* We are celebrating our 50th anniversary, proud of the progress we have made with our partners to promote beauty and well-being by the sea. This is an opportunity to renew our commitment to ever more natural and ethical care. We have expanded our own cultivation of organic marine plants and algae, revisited our packaging to make it even more eco-responsible and launched a certified organic skincare line. In parallel with our CSR approach, we have opened two spas in Paris to share our vision of beauty and wellness: Phytomer Spa Etoile and Phytomer Spa Trocadéro.



#### The next challenge for Louis Burton and his team manager Servane Escoffier: the Route du Rhum 2022

**What :** Single-handed, non-stop, non-assisted transatlantic race from Saint-Malo to Pointe-à-Pitre (3,570 miles).

**Who:** Louis Burton, Professional Skipper on Bureau Vallée, 3rd in the last Vendée Globe, managed by Servane Escoffier

**How:** On the Imoca hydrofoil boat "Bureau Vallée"  
**When:** Departure on November 6, 2022

#### The sailors' favorite?

Louis Burton appreciates Phytomer's sun care products and in particular SOLUTION SOLEIL OCEAN + SPF50 + because it offers high protection, is safe for the skin, safe for the corals, and made in Brittany.

Servane Escoffier is a fan of Cyfolia's organic radiance face treatment, which she receives in Saint-Malo or when she can spare an hour during a visit to Paris.

#### The final word from Servane Escoffier and Mathilde Gédouin-Lagarde?

We are even stronger when we manage to align our profession with our convictions.

Interviews, Products, and Visuals on request

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