

Beat: Lifestyle

## PHYT S - Certified Organic Cosmetics & Treatments For Spas And Beauty Institutes

Designed In Laboratories In CAILLAC (FR)

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**USPA NEWS** - PHYTAL is founded by Biologist and Naturopath Jean-Paul Llopart and the Beautician Rosanne Verlé. In 1972, Phytal is already a Brand that focuses on Cosmetics of Natural Origin used by Beauty Institutes. From the very beginning, some Cult Products already existed and were at the Root of the Brand's Reputation. Integrated into the Laboratoires Jérodia Group in 2004, the Brand took on a new dimension and became PHYT'S, relocating to Cahors, in the Heart of the French Region of Lot.

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PHYT'S Know-how in Certified Organic Cosmetics composed of Ingredients of Natural Origin and Expertise in is resulting in more and more Clients Around the World placing their trust. The Products are distributed in 40 Countries across the World and this number is continuously growing. Behind the PHYT'S Brand lies the Concept of Naturo-Beautician, which is based on Body Rebalancing.

The PHYT'S Naturo-Beautician, a trained and qualified Professional, provides Personalised Treatment and Advice. She combines Cosmetics (Phytocosmetics "" Organic Cosmetics and of Natural Origin) with Food Supplements (Nutricosmetics) with a View to Stimulating the Natural Beauty. It is declared to wish to meet the Needs of the Entire Family, from Personal Care to Treatments for the Face, Body and Hair, including Make-up and Food Supplements.

- PANACEE - La Crème : Emblem of many years of Research, this Range delivers the Benefits of complete Anti-ageing Power to the Skin. Packed with Active Elements which merge to fight the Signs of Skin Ageing, it reduces Wrinkles significantly, smooths Features, firms the Skin, limits Oxidative Stress and eases Pigmentation Irregularities.

- MULTI-VITA TREATMENT, A Multi-vitamin Cocktail - Ideal for Women aged 50 and Over. A Reinvigorating Multivitamin Treatment packed full of Powerful Active Ingredients to fight the signs of Cutaneous Ageing in Mature Skin Types. This Anti-ageing Treatment features a creamy, Velvety Texture with a Delicate Spiced Fragrance. Begin by cleansing the Skin followed by a Massage using the Anti-ageing Precious Oils.

- Downloading Phyts App: The Nomadic Organic Beauty (Simply & Easy to Use)

- \* The Beauty Treatment of Your Choice
- \* The choice of Where and When (What Time)
- \* The Beautician of Your Choice
- \* Connected Beauty : How Smart Tech Is Giving Beauty Products a Makeover

- New Study from Opinion Way for PHYT'S : 2 Women out of 3 say YES to Connected Beauty & want Certified Organic Cosmetics. Over the last Few Years the Market for Natural & Organic Personal Care Products has rapidly grown Worldwide. While the term "Natural" is not regulated the term "Organic" can or should be used only if the Product has been Certified by an Authorized Certification Program. The Focus is on promoting Natural, Ethical Products which deliver Real Results as well as Being all about Responsible Sourcing, Eco-friendly Decisions, Sustainable Living & Doing our part in Making the World a Better Place.

Source: Press Conf. @ Restaurant La Gare (PARIS) on September 19, 2017  
Photo Cover

Thierry LOGRE Pres. CMTE of Surveillance PHYT's  
Frédéric MICHEAU Dir. Studies OpinionWay  
Carole CELERIER Dir. MKTG.  
Nadine FABREGA Dir. Scientist

R. BIRD

<http://www.portfolio.uspa24.com/>

Y. BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)