



Sixty years ago in Southern France, the man behind Phyto hair care, Patrick Ales started his career as a hair stylist at a time when the style was more important than the condition of the hair and harsh detergent shampoos were frequently used. Here he noticed that the hair stylist's hands were becoming damaged from frequent use with these harsh products and it was this that inspired him to develop a botanical range that would work in harmony with hair and skin.

Patrick Ales, had a vision of creating environmentally friendly, natural plant-based hair care products that would be gentle to skin, yet powerful enough to treat hair problems such as dandruff and thinning hair. By harnessing the power of plants and testing numerous formulas in his salon he eventually developed the world-renowned Phyto brand.

Today the Phyto range encompasses a wide variety of products to treat, nourish and beautify all different hair types, whether thinning, curly, damaged or dehydrated.

## PHYTO VALUES

### 1. Respect for the plant world:

Phyto are experts in hair care through plants; the hair treatment range delves deep into the heart of the plant world to find the most effective active ingredients in an effort to preserve hair's health and natural beauty.

Alliance between traditional pharmacopoeia and the most sophisticated plant complexes.

Search for an selection of active molecules

Desire to preserve plant biodiversity with the founding of their own botanical garden, an effective Phyto library.

Use of plant extracts with renewable resources.

Unique extraction processes that preserve the quality of the active ingredients.

### 2. Respect for hair:

Whilst precious, captivating and alive, hair is still a fragile substance. One of Phyto's commitments is to learn how to protect and preserve it lastingly.

In-house research laboratory co-ordinated by a scientific team.

Integration of pharmacological researchers tasked with checking for non-toxicity in all the active ingredients.

Close collaboration with the scientific environment, such as the CNRS (French National Research Centre).

Permanent desire for innovation evidenced by the award of patents.

Care treatments with clinically proven efficacy.

Natural Formulae with high plant concentrations (essential oils, combination of pure oils, fresh plant extracts, use of floral or reverse osmosis waters).

### 3. Respect for the environment:

A pioneering company in the respect for nature, Phyto boasts model plants and laboratories with regard to environmental protection and ecological ethics.

Recyclable packaging in glass, metal and aluminium, minimising the use of preservatives.

Plant extracts that are never taken from sensitive natural environments.

A green production facility with non polluting manufacturing and processing procedures (heating by natural gas, use of eolian energy, recycled water).

## ARENA HAIR USE AND STOCK THE COMPLETE RANGE OF PHYTO PRODUCTS