



SOTHYS

PARIS

FOUNDED 1946



70 years of innovation
and continual evolution

A family entrepreneur.



Bernard Mas with his sons, Christian & Frédéric.

Bernard Mas, acquired the Institut Sothys in 1966, at the age of 27, embarking on an entrepreneurial creation of remarkable proportions that gives us what Sothys is today.

Over the years, he breathed an innovative, avant-garde philosophy into the young family-run business by sharing his energy, values and enthusiasm with its teams.

The new head of the company soon decided to travel to Asia and the United States to seek international representation for the brand, developing partnerships with beauty institutes and schools, spas and distributors. He was a pioneer in the export industry – one of the few French businessmen active on the international scene at the time. His approach enabled the brand to establish solid, long-term relationships – particularly friendships, with international partners. Today Sothys is distributed in over 120 countries worldwide.

The future of Sothys.



Frédéric & Christian Mas.
Sothys International President
and Sothys Paris President.


Frédéric and Christian Mas now have the destiny of Sothys in their hands, and are building its future.

Having inherited a long tradition for excellence, with particular devotion to its quality French production, Sothys' influence reaches far beyond its origins in Corrèze region in south-west France.

With a presence on five continents, but also on the seas with its cruise ship operator partner Compagnie du Ponant, Sothys has gained the trust of the most prestigious locations in the world. The brand and its offering can be found in over 15,000 exceptional institutes and spas around the world... and the adventure is only just beginning...

Prestige and Excellence.

Sothys: a universe of French elegance, effective clinical and sensorial treatments.

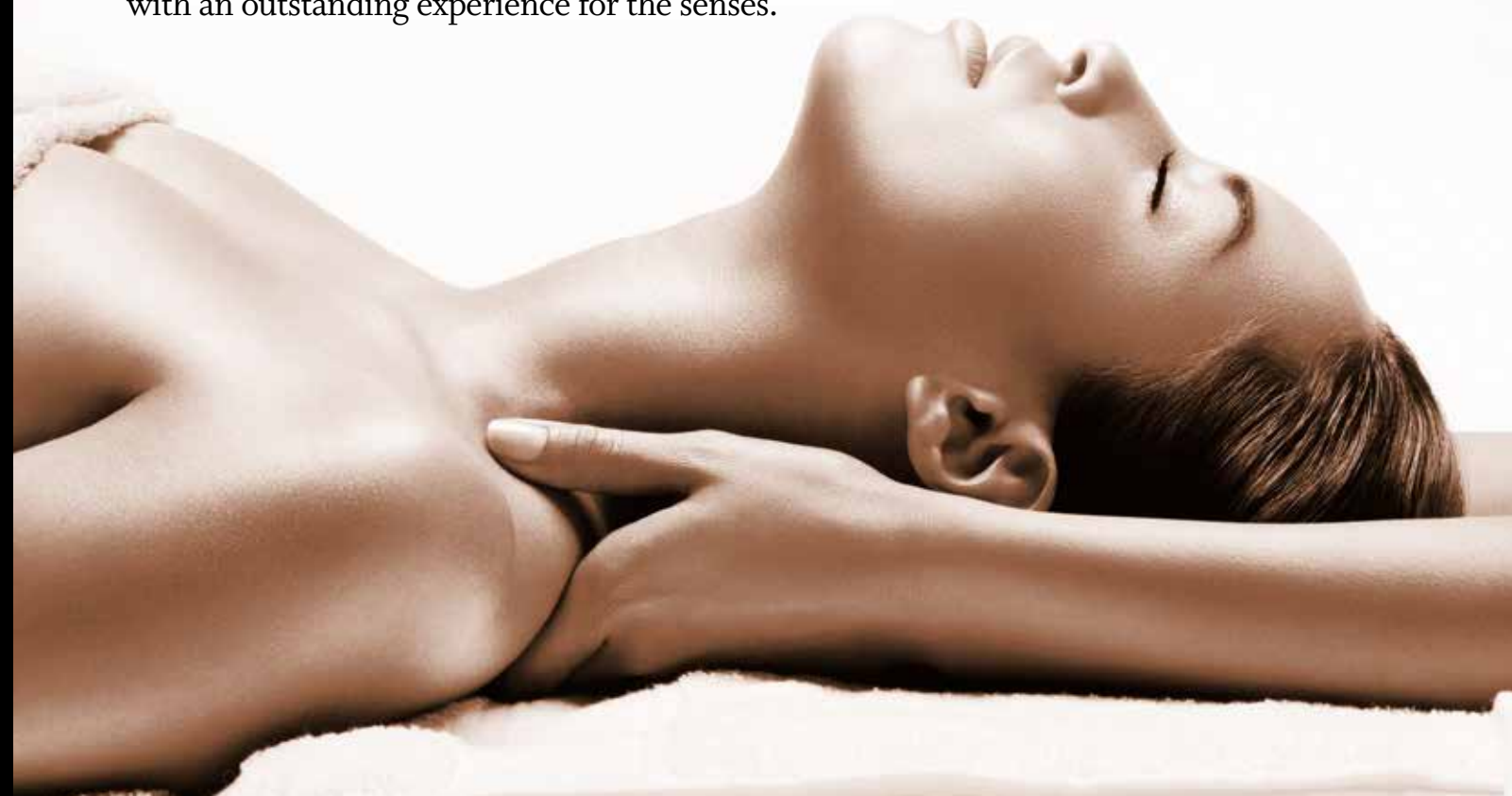
The name Sothys is derived from the ancient Egyptian mythological star goddess 'Sothys'  that bestows beauty to those under its precious light. Today the Sothys name is synonymous with excellence and prestige in spas, clinics and beauty institutes worldwide.

For 70 years, the brand has remained committed to its passion for sharing its professional beauty concept with both women and men by combining nature and science, well-being and effectiveness.

Sothys is a highly specialised brand that quickly developed an exceptional reputation thanks to its strong commitment to research and innovation. Today the brand is a recognised expert in cutting-edge professional treatments.

Sothys developed an exclusive modelling technique - Digi-esthétique® - which, when paired with the expertise of trained professionals, can turn any spa treatment into an unforgettably sensorial experience.

Choosing Sothys, one of the original brands from the world of beauty institutes, now encompassing skin care clinics and spas, means choosing impeccable technology with proven results combined with an outstanding experience for the senses.



Sothys' four founding principles.

'Beauty is our passion, science is our guide, nature is our soul.'

Bernard Mas

French sophistication & elegance... with Family-oriented values.

Since 1966, Sothys has passed down traditional French elegance, sophistication and unreserved luxury from generation to generation. Together with its family-oriented values, Sothys has become a beacon of quality without compromise, a unique institution in the world of professional skin care.

Nature.

At Sothys, nature is our soul; it has always been a reason for being, a philosophy and a source of inspiration. Underpinned by its roots in the Limousin region, Sothys derives its energy and creativity from the study and formulation of botanical science.

Science.

The Advanced Research conducted at the Sothys Laboratory is the foundation for the brand's scientific innovations. Sothys' philosophy focuses on efficiency, safety, nature and sensoriality, as well as on an ability to innovate and keep ahead, utilising the latest scientific advances in its fields.

Intensive treatments.

From the beginning, Sothys has always emphasised the creation of unique intensive treatment formulas that give immediate and long term results. Over the years Sothys science has produced innovative treatment legends that have sealed the brand reputation, loyalty and success. An art that sets Sothys apart.



Sothys in the heart of France

In 1976 Sothys decentralised its manufacturing, administration and Laboratory from Paris to South West France, to the town of Brive, in the Correze region (in the famed Limousin). Over the years the Sothys company flourished with sufficient space to expand and soon purchased the beautifully ornate 19th century ex-Chamber of Commerce building, and adjoining building, as their administrative offices. Recently Sothys purchased the large Bank of France building in central Brive to allow expansion for Sothys continual growth.

Under Bernard Mas' visionary guidance, Sothys maintained their pioneering reputation by keeping a step ahead of the stringent regulatory standards for cosmetic manufacture in France (the strictest regulations in the world for cosmetics) by progressively building several Manufacturing facilities, a scientific Research & Development Laboratory and the new International Logistics centre to ensure that product despatch around the world was efficient and exemplary.



Sothys Paris Institut & Training School

The Sothys Paris Institut, 'L'Institut Sothys', resides in one of Paris' most prestigious and fashionable streets, at 128 rue du Faubourg-Saint-Honore, in the 8th arrondissement. A discreetly understated and chic ground floor reception leads upstairs to where famous Parisienne and international clientele retreat into the bliss of Sothys cocooning treatment rooms. A 'voiturier' (valet) parks and retrieves clients cars. On the ground floor a separate Institut for Men discretely caters for a male clientele.

Paris is also the home to Sothys International Training School, in a separate premises, where a Sothys expert Training Team receive many thousands of aestheticians each year. Both L'Institut and the Training School serve as the company's Paris public relations base in reception of the many overseas visitors associated with the Sothys distributor network in over 120 countries worldwide.



‘Nature is our soul’

Bernard Mas’ continual search for perfection, together with his personal passion for nature and his great concern over human degradation of it, created in 2004 something quite unique in the realm of the cosmetics industry ... a 40 hectare Organic Beauty Garden - Les Jardins Sothys - in the pristine high country of central France, near the little village of Auriac-en-Correze, close to the border of the Cantal region.

Totally organic in botanical nurture and horticultural practice, employing 10 full-time gardeners, Sothys Beauty Garden has been created for several purposes. A priority for Bernard Mas was to create a garden of such diverse beauty that it will awaken the human consciousness to nature’s vital importance to human existence on this planet, while traversing the different walkways. The garden also displays every botanical species used in all the formulas within the Sothys range. The garden serves as a botanical reserve for all the unique plants of the region as well as a botanical scientific research station.



Sothys Organic Beauty Garden

As a visitor walks around the Beauty Garden they will come across diverse micro garden themes. A Japanese theme occurs in several plots. An Egyptian garden of the Pharaohs has recently been created. A mountain mist garden envelopes shrubs. An intricate Celestial garden of sculptured topiary (manicured shrubs) replicates the stars solar system observable in that part of France and serves to remind humans of our connection to the universe as well as to nature. There is a wetland walkway and an observation loft overlooking the entire property.

The Beauty Garden has a fine dining restaurant serving organic produce grown at the Beauty Garden or sourced from within a 50km radius of the garden. The restaurant has been recreated from original old building material salvaged from abandoned dwellings. The roof slate tiles were originally cut by hand and the ceiling and wall timber beam frames have only wooden spikes to secure their joints as once they were used ... without nails etc. An eye for detail respects every aspect of the ancient crafts of the past in concert with a sensitive taste for the aesthetics. A truly inspiring Beautiful Garden in every way.

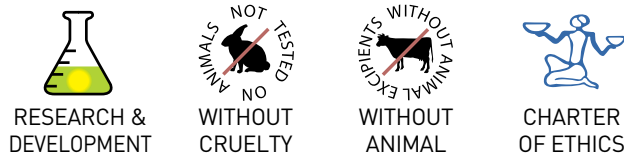


'Science is our guide'

Sothys 'applied' Research & Development Laboratory

Sothys is one of only a few cosmetic companies with its own fully operational Research & Development laboratories. In 1989 Sothys opened its industry renowned and award winning scientific Research & Development Laboratory, SOREDEC, employing 15 highly qualified scientists covering chemistry, physics, biology, botany and cosmetic science. SOREDEC is an 'applied science' operation using its expertise to formulate and test new products for the Sothys Group of companies.

After the initial experimental new formulation has been passed by the laboratory, the next phase is human compatibility trials. Attached to SOREDEC is a (dermatological) human test unit where new treatment formulations are trialled. Test groups may consist of as many as 200 people down to smaller groups in the initial phases of determining human tolerances. There is also scientific measurement of formulation effectiveness to validate each product's efficiency claims which are strictly governed in France by government compliance authorities. All new product formulations are reviewed by a toxicologist to guarantee human safety before any product is released.

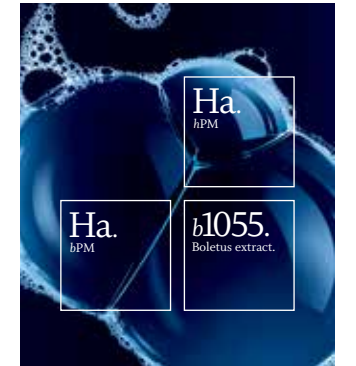


'Original molecular' Botanical Research

In all there are 230 hectares of land owned by Sothys in Auriac-en-Correze, of which 40 hectares holds the Beauty Garden. Sothys has created a mini Research & Development Lab on a farm next to the Beauty Garden where plants are organically cultivated on a seasonal basis. The various plants are hand harvested and collected by the R&D lab scientists from which totally organic formulations are created. These 100% organic products are fragile and have a very short life without preservatives or stabilisers. This is true organic cosmetics and is the embryonic future direction for Sothys.



The Beauty Garden is also a scientific Botanical Research station. Headed by a doctor in Botanical studies, Sothys has a partnership with the University of Limoges' 'Green Science' faculty. Sothys maintains a team of scientists within their facility engaged in searching for 'original molecules' from plants that will give unique active ingredients for future Sothys treatment formulations. The 'Bernard Mas rose' species cultivated at the Beauty Garden offers a particularly active stem-cell harvest for use in Sothys formulations. Sothys also manages the new off-campus scientific Research & Development facility in a partnership with the University of Limoges, located in Brive.



Hi-tech pharmaceutical standard of manufacturing

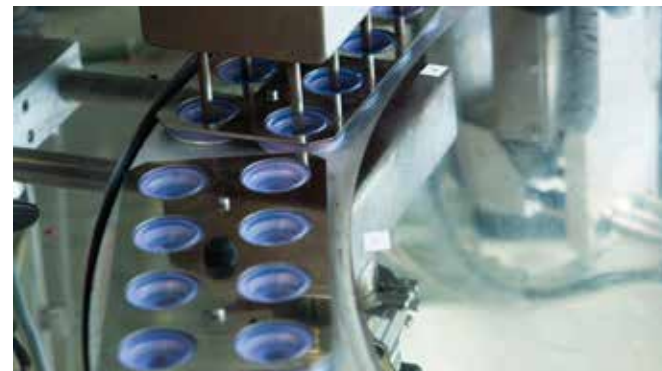
Sothys maintains three manufacturing facilities ... two in France and one in the USA. In the countryside not far from Brive, Sothys has a new Pharmaceutical standard manufacturing facility which is governed by strict hygiene controls. Production rooms are separated and air-filtered, completely disconnected from adjoining rooms. Hygienic clothes coverings are worn at all times by staff and every aspect of manufacturing is formally controlled.

The majority of brands in the cosmetic industry rely on external contract manufacturing for their products, whereas Sothys produces all of its own skin care products ... creams, lotions, ampoules and serums, so to guarantee 'Safety and Security' to all those who use its products. Sothys also produces all of its own lipsticks and tinted foundations which is a speciality process.

A large scientific team work on 'Quality Control' procedures, testing and ensuring that all raw ingredients are in perfect condition for use, and testing the finished products before they are released for sale. A new plastic ampoules serum filling machine (using environmentally safe, recyclable plastic) has recently been installed to assure user safety with this hygienic system of sterile fluid delivery.

Over one hundred staff work at the main Sothys manufacturing facility. The finished products are then transported to the Logistics (distribution) Centre near Brive where they are checked into the computer control system and readied for orders, picking & packing and despatch to all corners of the Globe.

Sothys have secondary Logistics Centres located at strategic sites around the world that hold stock ready to efficiently supply regional country distribution agent. For the Asia-Pacific region the Logistics Centre is in Singapore, from which regional supply can be effected within one week of agents order.



Sothys and art as a source of well-being.

Aesthetics, emotion and refinement are values that are shared by the beauty and well-being professions and by the world of the arts. Sothys wishes to embody these shared values and has invested in them for many years by supporting artistic events which showcase innovation and creativity. Art can only be loved if it is shared. And with that in mind, Sothys strives to promote all forms of artist expression, including cinema, television, music and opera.

Sothys supports organisations that place importance on patient well-being.

The aim of Sothys treatments and protocols is to ensure that its guests experience unique relaxation and serenity.

Through its partnership with the Ligue contre le cancer (French anti-cancer organisation), the Maison du bien-être and various medical centres and specially-trained socio-beauticians, Sothys offer treatments to patients to help them overcome their suffering, recreating a bond, a means of communication, to avoid loss of confidence and the temptation to withdraw from society.

Sothys and heritage.

Sothys has always shone its spotlight on the human aspect and French origin of its production. Committing to the enhancement and safeguard of the heritage is a natural extension of that, especially in its Corrèze home



Festival du film francophone d'Angoulême.
Symphonic orchestra of Paris, Pas de loup.
Socio-aesthetic, Sothys is committed.
Village of Curremont.

Sothys in prestige partnership

Sothys is pursuing the aim it set out to achieve a decade ago: to develop its presence in the spa market. Spas have become an essential element in luxury hotel establishments. While remaining true to the values that drive the brand, Sothys tailors its offers, personalises them and guides and trains its treatment teams to always provide the best response to the expectations of demanding guests. Developing the network of partners while moving forward together remains the company's number one ambition.

Example: Hotel Cipriani in Venice



discover the leading
Sothys spas online



Sothys has forged important partnerships with many of the most prestigious spas and iconic service institutions around the world. Sothys works in partnership with the Thermes de Spa, in Spa, Belgium, where Sothys sources exclusively its renowned curative waters to incorporate into specific Sothys treatment products.

Sothys manages all the spas of the fleet of La Compagnie du Ponant luxury cruising yachts, the most exclusive cruise line in the world, with another 3 ships in construction in an expanding fleet ... A voyage on a Ponant luxury yacht is a journey with French elegance and sophistication. A perfect partnership with Sothys.

Thermes de Spa, Spa, Belgium



Yesterday Today

1947



Ampoule Serums

The first Sothys biological serums were packaged in glass ampoules and made Sothys a true pioneer.

Right from the start, these active serums were the Sothys signature... aestheticians and cosmetic surgeons loved them.

Today, the concept of ampoules is enjoying another wave of success, thanks to new equipment that allows a brand new generation of modern and safe packaging.



1950



Desquacrem

Desquaderm was the first deep biological cleanser invented by the Sothys laboratory in 1950. Its original formula "eliminated dead cells from the skin and improved the action of skincare treatments".

Desquacrem, the worthy offspring of Desquaderm, is an ingenious emulsion. Reformulated in 1987 and again recently. This cult product is still one of Sothys best sellers. An element of its secret lies in its unique formula, which contains ultra-efficient cleansing agents.



1968



Intensive Treatments

The first Institute Treatments (IT) were created by Sothys in 1968. They emphasised a strong relationship between the professional aestheticians, her client and Sothys home care products in support.

Sothys Institute Treatments deliver the most powerful cosmetic actives possible through professional procedures. Sothys ITs are in constant evolution being renewed and recreated by Sothys own R&D Laboratory utilising the very latest technology.



1973



Hydration Specialists

In 1973, Sothys launched its first hydrating formula with collagen extract as its key active ingredient.

This Sothys innovation, derived from the work of biologists, brought "young and active collagen to stimulate the essential functions of the connective tissue".

Today, Sothys offers its Hydra³Ha Hyaluronic acid hydration programme which is based on the latest Advanced Research discoveries on its exclusive active ingredient, 1055 Boletus extract. Sothys has reinvented its hydrating program with a triple Hyaluronic acid.



Sothys product range is in continual evolution.

Sothys Research & Development Laboratory is continually creating new product formulations.

In fact, Sothys releases more new products each year than any other cosmetic brand in the professional cosmetic market. Sothys products are also constantly renewed incorporating new ingredient discoveries to improve performance.

Over the past 2 years Sothys has released more than 30 skin care products & intensive treatments (for the face), 10 sensorial spa products, and innumerable make-up products. Below are some examples

Hydra³Ha Hyaluronic acid



Sothys has created a generational advancement in skin hydration improvement. The Hydra³ range incorporates both professional 'Institute Treatment' intensity and home care products. An 'original' active principal developed by Sothys Beauty Garden 'Green Science' research unit is combined with a new matrix of Collagen Hyaluronic acid and delivers remarkable results on dehydrated skin.

Spa Sensitive Skin



Incorporating a specific water source from Thermes de Spa, Sothys has recreated a high performance (Spa) Sensitive Skin treatment line with proven scientific performance results on sensitive and reactive skin.

Clinical-Cosmeceutique



Sothys have embarked on a 5 year Clinical Range development programme with input from Sothys laboratory in the USA. A full range of 'skin resurfacing' Clinical intensive treatments will be completed by the end of 2016.

BX Wrinkle Corrector



Sothys France is creating in parallel with Sothys USA, a sophisticated Clinical Range of product treatments incorporating 'corrective anti-ageing' active principals that are market leading in sophistication and results.

Recover RX



Sothys has created a powerful range of skin 'traumatic event' care products to give an answer to the generations of people who have damaged skin as a result of excessively strong Dermo-Esthetic treatments over many years. This line consists of some remarkably effective products.

70 years of Sothys dynamic growth.

1946.

Sothys founded in Paris by Dr Hotz.

1947.

Production of the first biological serum ampoules.

1950.

Launch of Desquaderm, the future Desquacrem.

1958.

Sothys Institut moves to 163 rue du Faubourg-Saint-Honoré Paris, and has remained in this prestigious location for nearly 60 years.

1966.

The Mas family acquire Sothys (Bernard Mas age 27 years).

1974.

Opening of export markets. (Europe, USA then Asia).
Industry first: Collagen Integral, freeze dry cells facial.

1976.

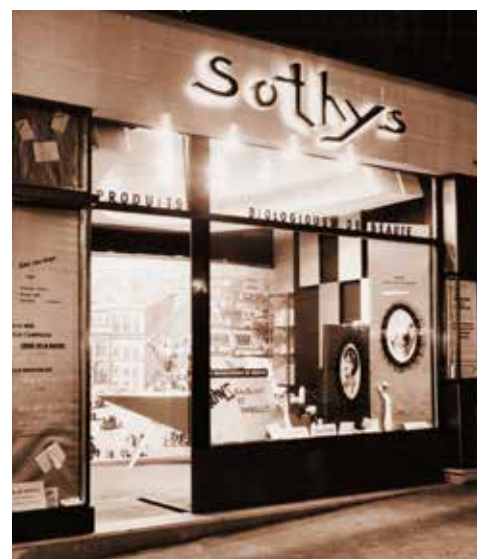
Sothys headquarters decentralises to Brive, into the 19th Century, beautiful ex-chamber of commerce building.

1978.

Foundation of the Sothys training school.

1981.

Australian distribution commences with Jeffrey Daley.



Sothys model in the 1950's.

1st Sothys Institute at 163 Fbg St Honoré.

Sothys product packaging in the 1950's.

1985.

Sothys moves to the new institute, L'Institut Sothys, 128, rue du Faubourg-Saint-Honoré in Paris, 75008.

1989.

Sothys creates its Science & Research Centre, SOREDEC, in Brive, with a team of 15 scientists, in a new laboratory.
Sothys also creates a new manufacturing facility near Brive.

2002.

Sothys creates new Logistics Distribution Centre near Brive.

2004.

Sothys creates the Organic Beauty Garden in central France.
Sothys becomes a partner with Thermes de Spa, Belgium.

2005.

Opening of L'Institut spa Sothys in New York.

2007.

Sothys creates new Hi Tech pharmaceutical standard manufacturing laboratory, in Meyssac, near Brive.

2015-2016.

Sothys create Clinical Cosmecutique range.

2016.

Sothys celebrates its 70th Anniversary.

Distribution to nearly 20,000 clinics & spas in 120 countries world wide.



Sothys model in 2016.

Sothys prestigious institut in Paris.

Sothys Clinical-Cosmeceutic range 2016.

