



# Fidji Briand

CEO

By [I Feel Good event](#)

## FIJI, TELL US ABOUT YOURSELF AND YOUR BACKGROUND?

You could say that everything started very early for me.

The passion for plant intelligence is part of my family's DNA. My father, Xavier Briand, has dedicated more than 35 years of his career to researching active ingredients from bio-inspiration for cosmetics. He taught me to look at nature and try to decipher its most sophisticated languages. Growing up, I naturally multiplied experiences in the fields of cosmetics, luxury and international management. I graduated with a double master from Grenoble Business School (Master in Management and Master specialised in the Management of luxury brands, fashion and design). I have had the chance to collaborate with International Groups such as LVMH (Dior). In parallel, I discovered the cosmetic industry and its main players through different experiences with suppliers, distributors and manufacturers, as well as in selective distribution with brands like Clarins and Lancôme.

It was with the desire to preserve our family expertise, as well as our passion for plants and the skin that I decided to found ODYCEA in 2014.

## COULD YOU TELL US MORE ABOUT ODYCEA?

Odycea is a hymn to nature to reveal the most unique and powerful collection of precious substances intended for dermatological care. Our exploration garden knows no boundaries. We are passionate about all the wonders of nature, be it seaweed, flowers, rare honeys or thermal waters.

## WHO ARE YOUR ACTIVE INGREDIENTS FOR? AND WHAT AREAS ARE THEY INTENDED FOR?

Our natural bio active substances are intended for French cosmetic laboratories, international, manufacturers and consultants at the cutting edge of innovation, who are demanding in terms of ethics and sustainable development. They are part of the skin care, sun care, hair care and makeup formulations.

## WHERE DO YOUR INGREDIENTS COME FROM?

Today, all of our ingredients are exclusively sourced from all over France.

In the future, it will also be possible to discover in our catalogue, assets from other unique ecosystems in which flora with unique adaptation strategies thrive.

## HOW IS ODYCEA DIFFERENT FROM OTHER COMPANIES?

Odycea is an independent, family company, inhabited by a passion for the plant world.

We benefit from recognised know-how and expertise, as evidenced by the awards received during the international fair In-Cosmetics Global (Green Award 2018 and finalist at the Rising Star Award 2019).

Our unique approach is to enhance the intelligence of nature through its organic substances and most valuable active ingredients, with activities on new dermatological targets. Driven by our vision of responsible beauty, we attach great importance to the development of ecological and ethical asset chains.

Finally, our sensitivity for art, design and precious materials enriches our daily life to imagine the assets of tomorrow

## WHAT IS A HIGH QUALITY INGREDIENT FOR YOU?

A high quality ingredient must meet different criteria:

- Provide impeccable traceability
- Guarantee sourcing that respects the environment and the players involved
- Favour the local and organic origin of plants
- Apply the principles of green chemistry to production
- Reveal new mechanisms of skin action
- Characterise and standardise the asset on a photochemical level
- Demonstrate proven efficacy in clinical studies
- Be Cosmos certified and China compliant

## ARE YOUR INGREDIENTS CERTIFIED?

Yes, our entire catalogue is COMOS and approved for use in China.

Our plant sourcing is essentially certified organic. We also have a natural origin index of 1 for the majority of our assets (ISO 16128-1 and ISO 16128-2).

## TELL US ABOUT ODYCEA ECO-EXTRACTION

Our production laboratory (ISO 9001, FDA, GMP, Ecovadis silver certified) promotes the development of processes and technologies in the field of eco-extraction.

We master the advanced principles of green chemistry and favour the use of bio-sourced solvents to produce our high quality natural active ingredients.

This approach makes it possible to offer COSMOS certified active ingredients.

## CAN YOU TELL US ABOUT THE QUALITY AND TRACEABILITY THAT YOU OFFER?

The quality control laboratory also adheres to the ISO 9001 standard and thoroughly checks the characteristics of each product throughout the process.

The strictest control procedures are implemented to guarantee the safety, efficiency and standardisation of each production batch. Close collaboration with carefully selected partners also ensures full traceability of all raw materials and finished products.

It is with the desire to set up sustainable and responsible supply chains that Odycea explores the most exceptional terrestrial and marine ecosystems. The extraordinary power of plants is discovered through relationships based on trust and respect with harvesters and farmers.

Odycea is therefore committed to implementing strict ethical and solidarity-based practices with local gatherers, small farmers and cooperatives. Odycea also relies on its in-depth understanding of plant species and their life cycles to make seasonal and sustainable harvests.

In the case of wild picking, the harvesting periods and techniques are adapted to each mode and cycle of reproduction to ensure good natural regeneration or recolonisation of all these harvesting areas.

Odycea favours, as much as possible, the use of algae and organic plants and adheres to all national biodiversity laws, including the Nagoya Protocol.

## WHAT IS YOUR NEW FLAGSHIP INNOVATION?

Our new active ingredient JADE ALGA brings real innovation in the field of cosmetics with its unique shape memory technology coupled with a mild enzymatic and chemical peeling effect. Different genomic, proteomic and clinical evaluations have highlighted these activities. Our skin is constantly mechanically stimulated by our daily actions (stretching, contraction, expansion). Cutaneous memory is the ability of the skin to return to its initial state following deformation. However, this shape memory is damaged by ageing but also by exposure to oxidative stresses of the UV type, pollution and computer / smartphone screens. In fact, the skin will gradually lose its suppleness, flexibility and resistance, leading to the premature appearance of expression lines. It will also accumulate dead cells on the surface. Jade Alga will act at the heart of the epidermis by restoring and protecting skin memory. Its gentle exfoliating action will restore uniformity and radiance.

## HOW DO YOU VALUE YOUR RESEARCH ASSETS AND WORK?

Since the creation of Odycea, we have registered the names of our assets and filed patents to enhance and protect our technological innovations. To date, 3 patents have been filed and 2 new patents are being written. This portfolio of registered trademarks and patents testifies to the richness of Odycea's intellectual property.

## HOW DO YOU ENSURE AND SUPPORT INNOVATION WITHIN ODYCEA?

Our young company is supported by the Adit Technopole, Lannion-Trégor Community (LTC) and the Brittany Region in its innovation, recruitment and investment programs. This precious help gives Odycea the means to ensure its rapid development and its sustainability over time. Odycea was thus able to quickly position itself among the key players in innovation at international level.

The Awards received by the profession in 2018 and 2019 reinforce this positioning.

Our dynamic development leads us today to pursue our investment policy. Still with the support of the Adit Technopole, Lannion-Trégor Communauté (LTC) and the Brittany Region, Odycea is setting up its new research and pilot production laboratory at the Lannion Technopole.

This investment is accompanied by the recruitment of young researchers.

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[WWW.ODYCEA-FRANCE.COM](http://WWW.ODYCEA-FRANCE.COM)  
[CONTACT@ODYCEA-FRANCE.COM](mailto:CONTACT@ODYCEA-FRANCE.COM)

