



BADRUTT'S PALACE
ST. MORITZ SWITZERLAND

#BADRUTT'S WELLNESS

Unique Beauty:

*The world première of Biologique Recherche's
Haute Couture Facial Care*

St. Moritz, 17 March 2019. Since 40 years Biologique Recherche is the pioneer of highly personalized treatments. Recognizing the increasingly stressful environments of the demanding world we live in, the French family business identified the search for individual well-being and beauty as a strong new need. In creating exceptionally customized and precise treatments with pure and concentrated products, Biologique Recherche offers the very own caring solution for each individual client – because beauty is achievable for everyone.

What is beauty? A seemingly simple question, but one that brings forth countless answers across cultures. Still, the renowned Wellness expert and associate director of Badrutt's Palace Hotel Martha Wiedemann does not hesitate when replying: "Beauty is being the best version of yourself. Self-care and self-respect nurture your uniqueness, and beauty belongs to every living organism on this planet." More importantly, "beauty is not a judgement. It is achievable and our job in the wellness industry is to help people to be the best versions of themselves at any point in their lives."



The question was posed on the International Women's Day (March 8, 2019) during the world première of Biologique Recherche's newly created treatment *Haute Couture One Month*. Available in Switzerland only at Palace Wellness, *Haute Couture One Month* offers the to date most personalized facial treatment for individual skin care. At the presentation, Martha Wiedemann was joined by none less than Dr Philippe Allouche,

Creative Director of Biologique Recherche and son of the company's founders, who himself presented this exceptional method at Palace Wellness.

"My father – he was a real visionary – had the idea already 20, 25 years ago: the possibility for everybody to have their own individual skin care," Dr Allouche recalls. "He was a great inspiration for me when I started the research of finding, testing and combining the right active ingredients. The result of this diligent process is a highly complex, sophisticated and hyper personalised system that ensures the utmost individuality for each of our clients."

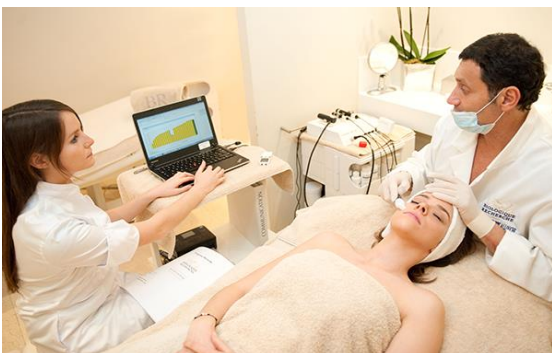
Badrutt's Palace Hotel, Via Serlas 27, 7500 St. Moritz, Switzerland
Telephone: +41 (0)81 837 1000, Fax: +41 (0)81 837 2999, Reservations: +41 (0)81 837 1100
reservations@badruttpalace.com, www.badruttpalace.com



Haute Couture One Month at Palace Wellness therefore focuses more than any other treatment on uniqueness. The skin is constantly changing, so it needs both a unique and adjustable care. The new treatment starts with the cosmetological evaluation of the skin by Biologique Recherche's diagnosis, product & treatment system: the Skin Instant Lab®. This special equipment measures the skin's elasticity, hydration, sebum and pigmentation levels as well as a range of chemical parameters. After being sent to the Biologique Recherche-laboratories in Paris, those results as well as a questionnaire regarding the lifestyle preferences of the client will be analysed by an expert team of scientists and doctors who accordingly will create the customized *Haute Couture* treatment. Two creams, eight serums – the bottles and flacons being personalized with the client's name – and a detailed application instruction will be shipped directly to the client who can start the one-month-treatment immediately.



The short period of time that it takes to create the hyper personalized products and to treat the skin with such precision, allows close follow-up examinations by the Biologique Recherche-trained beauticians at Palace Wellness in order to identify any changes of the skin condition. Further *Haute Couture* treatments might then easily adapt to new needs of the regenerated epidermis.



Palace Wellness is the only Spa in Switzerland that offers the full range of equipment and products of Biologique Recherche. It is the special service and dedication to their clients' needs that makes Palace Wellness and Biologique Recherche a perfect match, Mrs Wiedemann and Dr Allouche agree. "Mr Badrutt always used to say, 'the difficult we can do. The impossible just takes a little longer,'" explains Mrs Wiedemann, "so, at Palace Wellness we say 'there's got to be a way, a solution for every problem.'"

This is why we love working with Biologique Recherche:

It is a company that supports us in this way – all the way. Even when we want more for our clients, need training for this or a complex creation for that, I have never heard a 'no, we can't'." And Dr Allouche continues: "I think what makes our bond so strong, is that our two brands are not business oriented – we are people oriented. We are highly individualized in our treatments, we are not mainstream at all. We say to our clients 'You are the one and only, and we will treat you in the unique way that you deserve.'"

Badrutt's Palace Hotel, Via Serlas 27, 7500 St. Moritz, Switzerland
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ABOUT BADRUTT'S PALACE HOTEL

At Badrutt's Palace Hotel we pamper our guests with legendary service and the most magical atmosphere in the whole of St. Moritz. The Golden Era of travel never lost its allure here yet we still have our finger on the pulse. Thanks to our unparalleled cosmopolitan culinary offering and tradition of elegance we satisfy the needs of the discerning connoisseurs and curious explorers time and time again. With its medley of style, sport, fine cuisine and wellness Badrutt's palace Hotel offers its guests the perfect place to get a taste of the Swiss Alps in winter or to explore the sun drenched Engadin in summer. Badrutt's Palace Hotel opens its doors for the winter season 2018/19 from 1 December 2018 to 31 March 2019

ABOUT BIOLOGIQUE RECHERCHE

For over 40 years Biologique Recherche's unique methodology has built a strong reputation for astounding effectiveness based on a clinical approach to skincare, delivering immediate and long lasting results. Combined with highly customized protocols and meticulous procedures which recondition the epidermis, Biologique Recherche's extensive range of skincare products are highly concentrated in botanical, marine and biological active ingredients that are cold formulated in its own laboratory in France. Biologique Recherche is the partner of choice in over 70 countries for exclusive medical spas and day spas in addition to the world's premiere luxury hotel spas.

For further information please contact:

Barbara Thoma
Public Relations Manager
Badrutt's Palace Hotel
+41 (0) 81 837 2657
pr@badruttpalace.com
www.badruttpalace.com

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