

SUSANNE KAUFMANN™ & HOTEL POST BEZAU

Press kit



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Susanne Kaufmann Spa Concept

The Susanne Kaufmann Spa Concept strives to create places of beauty, relaxation and holistic comfort. Skin expertise, highly effective natural care, various treatment techniques for the face and body and the principles of TCM detox are combined to create an innovative spa & detox concept.

At the spa of Hotel Post Bezaú lies the origin of the care line Susanne Kaufmann™ and the holistic Spa Concept. The spa is a centre of excellence, a training academy and a creativity workshop for innovative product developments and tailored treatments.

The Susanne Kaufmann Spa Concept has been implemented both nationally and internationally and has received many awards. Some important hotel partners are Stue Berlin, Barrocal Portugal, Ritz Carlton Wien, Kronthaler Achensee, Waldhaus Sils Schweiz and now the new Four Seasons the Surf Club Miami.

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Vita Susanne Kaufmann



Susanne Kaufmann's life and work combines Bregenz Forest tradition with a cosmopolitan trade. At the young age of 23, after graduating from the hotel management school "Centre International de Glion" in Montreux, she took over the Hotel Post in Bezau and opened up a new chapter in the story of this established house.

Little by little, she developed her signature style: A mixture of a clear purist design and a consistent reduction to the essential.

In 2003, she presented her first natural active agent cosmetics Susanne Kaufmann™ to her guests in the hotel's spa.

Thus began the success story of the brand Susanne Kaufmann™ which now has 90 unique products that are sold internationally. She also developed the Susanne Kaufmann Spa Concept, which can be found in selected hotels worldwide.

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Special features

All products used in Susanne Kaufmann's spas come from her own care line. They are natural, effective and especially compatible. The line currently comprises more than 90 functional products for facial and body care.

The unique treatments are perfectly tuned to those cosmetic products. Next to the products, another decisive element in the success of Susanne Kaufmann's Spa Concept were the therapists with many years of professional experience who conveyed a unique treatment experience through the power of energetic rituals and the combination of old and new therapeutic methods.

Focal points in Susanne Kaufmann's Spa Concept

Particular focal points in Susanne Kaufmann's Spa Concept are natural anti-aging, TCM detox and body rejuvenation. For Susanne Kaufmann, the spa of the future is geared towards the human being as a holistic system. We depart from the simple traditional treatment of symptoms and we recognise and accept that the person as a whole is a complex and individual being.

Natural Anti Aging

The anti-aging products from the cosmetics line by Susanne Kaufmann™ are an innovative, pure and natural form of anti-aging: Significant success can be observed after the initial applications. Small wrinkles disappear, deeper wrinkles are visibly reduced, damage caused by aging is repaired and the complexion is refined. From a purely scientific standpoint, the skin begins to age in one's mid-twenties. This is a good reason to develop an awareness for healthy skin early on, as the results generally only become visible years later. The skin will appear younger for longer with early, consistent care.

Anti Aging Line A is the perfect care product for the early prevention of skin damage related to aging in order to prevent the first signs of the aging of the skin. The new Advanced Anti Aging Care System combines all important active ingredients for combating damage to the skin caused by aging and contains an innovative, patented repair mechanism for cellular regeneration.

Natural Anti Aging Treatments

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An important part of this holistic concept are the tailor-made treatments which have been developed with the highly active anti aging products of the cosmetics line Susanne Kaufmann™. Traditional techniques such as the jade roller from traditional Chinese medicine, innovative, deeply effective ultrasound waves, an effective myofascial massage and pampering rituals are combined into a unique treatment concept for the face and hands.

TCM Detox

TCM detox is the ideal way to free the entire body from acidification and toxins. Inner cleansing relieves the body, the metabolism is stimulated, the immune system is strengthened and the complexion is clarified.

The TCM detox programme was developed by Susanne Kaufmann with Dr. Brigitte Klett, doctor of general and Chinese medicine, who has overseen the medicinal programme of Hotel Post BezaU for many years. The TCM detox programme is an especially effective and comprehensive detox based upon the methods of Traditional Chinese Medicine (TCM). This innovative form of detox not only frees the body of ballast, it also provides it with new energy. The metabolism is sparked, the blood pressure, cholesterol and blood sugar are reduced, the connective tissue is tightened and the complexion is clarified. The life energy throughout the entire body is stimulated and helped to flow.

Body rejuvenation treatments

The new effective body rejuvenation concept developed by Susanne Kaufmann and Dr. Sicco Schwenzfeger is based on new scientific discoveries in the fields of lymphology and myofascial therapy that works on three levels:

- Activation and release of fat cells
- Evacuation of tissue fluids that consist of fat and toxins
- Tightening the connective tissue

The body rejuvenation concept forms the basis for a sustainable weight and size reduction, detox and improvement of connective tissue as well as a rejuvenation of the entire body. A girth measurement at the beginning and end of the treatment ensures a measurable success.

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