

## Press release

### **Susanne Kaufmann Celebrates 15th Anniversary** *Global beauty and wellness leader extends product offering and spa network in milestone year*

Susanne Kaufmann is the fifth generation to own and operate the Hotel Post Bezau, established in 1850 by her great, great grandfather. It was in the Bregenzerwald, a picturesque valley in the Austrian Alps where Susanne first began cultivating her family's special approach to hospitality, and embracing the beauty and healing power of regional herbs and plants so beloved by her grandmother.

*I grew up with this culture of taking care of your skin, of your hair, your body. I always loved it. We grew up in nature—we made healing tonics, marigold cream, and arnica schnapps, and my grandmother used to rinse my hair with beer, eggs or chamomile. It was a two hour weekly ritual. I carry on these traditions with my family to this day.*

In 1994, Susanne formally assumed management of the Hotel Post Bezau and made it her mission to create a modern destination spa that combined the natural bounty of the Bregenzerwald with a strong focus on treatment results and efficacy. The spa's award-winning design was the work of Susanne's brother, architect Oskar Leo Kaufmann. Treatments include facials, massages, wraps, baths and body rituals, as well as therapies tailored for pregnant women, children and teens. A team of Traditional Chinese Medicine (TCM) practitioners offers a full range of TCM services, based on the five pillars of Chinese medicine therapy.

*My idea was to create a space where wellbeing stood in the foreground. I wanted to offer a holistic and clean approach that placed prevention as the focal point of health.*

In 2003 Susanne Kaufmann launched her eponymous brand with a curated range of 24 skin and body care products, a milestone for Susanne. Originally developed exclusively for use in the Susanne Kaufmann Spa at Hotel Post Bezau, the hand-bottled products quickly became a favorite of hotel guests. Since the brand's creation, Susanne Kaufmann has partnered with Ingo Metzler, a pioneer in organic and natural beauty, for all production and manufacturing needs. His plant is located only 15 minutes from Susanne Kaufmann's Bezau headquarters. Susanne is dedicated to maintaining an eco-friendly production and manufacturing process.

Soon after the product's debut in the newly renovated spa, clients began to inquire about the possibility of taking them home for their personal use. Word of the highly effective, locally produced and visually beautiful range made it to some of the top luxury beauty buyers across Europe, and thus Susanne Kaufmann brand was formally established. Today, on the occasion of the brand's 15th anniversary, the internationally renown beauty and wellness line features more than 90 products, the majority which are still produced locally, just down the road from the Hotel Post Bezau, Austria. Housed in glass bottles with minimal secondary packaging, each product reflects the refined elegance of the Susanne Kaufmann spa. Locally producing both product and packaging minimizes the environmental impact and enhances the founder's ability to ensure the utmost in quality control.

*The most important thing for me is that we really keep the Susanne Kaufmann philosophy in place – wherever we are. It's not just about maintaining the high quality of our products, but ensuring they remain grounded in where we come from and what we believe in.*

What began as an extension of Susanne's family culture and the beauty of her birthplace has grown into a global leader in natural and organic product excellence. The Susanne Kaufmann brand is currently available in 22 countries and 24 spas worldwide.

*In 2003 we were pioneers, bringing a wellness focus to the Bregenzerwald. Now, fifteen years later we are looking to the future of the brand, while staying true to the spirit of the region that inspired it all.*