

2003

15 YEARS

SUSANNE KAUFMANN™



The story started 15 years ago. Susanne Kaufmann implemented her visionary spa concept. The resulting spaces reflect the philosophy of the treatment regimen. An atmosphere of luxurious simplicity, where the routine of everyday life, stress, and wrinkles disappears with natural ease.



Design is part of everyday life in the Bregenzerwald and can be felt everywhere. The packaging design of the cosmetic products was created by her brother Oskar Leo Kaufmann and Johannes Norlander, both architects, and has not lost an ounce of its uniqueness, even after 15 years.



24 products for the spa were delivered to the hotel shortly before Christmas 2003. These included classics such as the Shower/Shampoo, the Oil Bath for the Senses, and the Day Cream from Line T. There are now almost 100 products that are sold internationally.

THE FIRST PRODUCTS GO INTO PRODUCTION

THE COSMETICS OF SUSANNE KAUFMANN™

HOW IT ALL BEGAN ... THE SPA



With a team consisting of cosmetics producer Ingo Metzler and scientist Josef Waldner, the first product ideas – and thus the spa concept – came to life, and the cosmetics line of Susanne Kaufmann™ was born. The same team is still responsible for the development and manufacture of the products today.

THE DESIGN IS CREATED



2005

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SUSANNE KAUFMANN™



After two years, the first inquiries came from customers who had learned from hotel guests about the effective and natural products – made in Austria. The first customers were Aedes in New York and Staudigl in Vienna.



The idea: a moisturizing serum with skin-smoothing ingredients. The result: a classic, best seller, and everlasting favorite product. The Nutrient Concentrate skin smoothing was launched in spring 2005.

FIRST CUSTOMERS
AEDES PERFUMERY, NY
STAUDIGL, WIEN

DAS HOCHWASSER ALS CHANCE FÜR EINEN NEUBEGINN **UNERMÜDLICHE KÄMPFERIN**

Vor drei Monaten hat das Hochwasser große Teile des Kur- und Sporthotels Post in Bezaun verwüstet. Inhaberin Susanne Kaufmann über den Neustart und die Vereinbarkeit von Topjob und Familie.

Woche: Wann öffnet das Hotel Post nach der Hochwasserkatastrophe wieder seine Pforten?
Susanne Kaufmann: Wir sind ab 22. Dezember zum Start der Winter-Hochsaison wieder für unsere Gäste da, denn Weihnachten und Silvester ist für uns eine wichtige Zeit. Aufgrund der Hochwasserschäden brauchen wir auf jeden Fall die vier Monate, um das Haus wieder herzurichten.

Woche: Mit welchen Überwachungen können die Gäste rechnen?
Susanne Kaufmann: Wir sehen das Hochwasser mittler-

welle als Chance für einen Neubeginn. Denn wir haben nicht nur die Schäden in Höhe von EUR 2,9 Millionen behoben. Darüber hinaus werden wir auch EUR 2,2 Millionen in vorgezogene Rendite für unsere Gäste da, denn die Neugestaltung des Hotelingangs und in die Sanierung und Erweiterung des Hallenbades und des Sauna-Bereiches investieren. Es gilt also für unsere Gäste, die jährlich auf rund 24.000 Nächtigungen kommen, einige Neuerungen.

Woche: Was ging durch Ihren Kopf, als Sie die verheerenden Verwüstungen gesehen haben?

Susanne Kaufmann: Als das Hochwasser den erst zwei Jahre alten Beauty-, Wellness- und SPA-Bereich völlig zerstört hat, habe ich gewusst, dass wir eine Zeit lang schließen müssen. Das hat mich getroffen, denn das ist unser Herzstück. Ich habe jedoch nie daran gedacht aufzuhören – außer es wäre finanziell wirklich nicht mehr weiter gegangen. In dem Zusammenhang haben sich aber nicht nur meine Familie, sondern dankenswerter Weise auch alle Handwerker und Firmen, die Banken und das Land Vorarlberg sowie das Arbeitsmarktservice als verlässliche Partner erwiesen.

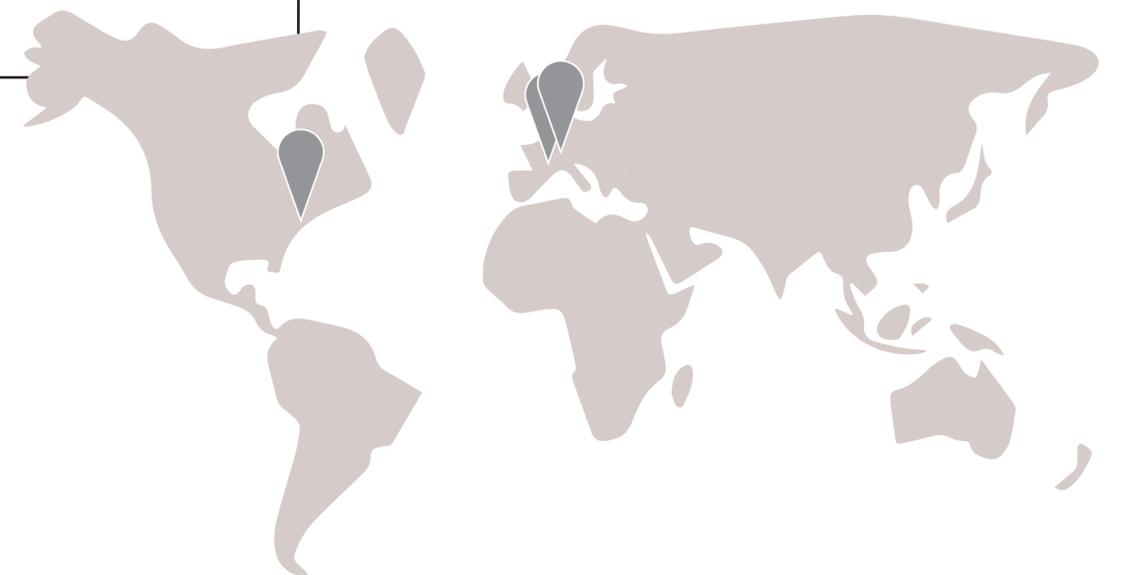
Woche: Sie sind zweifache Mutter und in einer beruflichen Topposition engagiert. Wie bringen Sie das unter einer Haat?
Susanne Kaufmann: Es ist wichtig, dass man ein privates und berufliches Umfeld hat, auf das man sich verlassen kann und das einen zur Seite steht. Das gilt auch in Zeiten ohne Naturkatastrophen. Wir haben 55 Mitarbeiter, denen man problemlos Verantwortung abtreten kann. Der Rest ist Organisationssache. Deshalb fühle ich mich auch nicht als total gestresste und frustrierte Geschäftsfrau und Mutter, ganz im Gegenteil. ■

„Beim Hochwasser war meine jüngste Tochter zehn Tage alt. Da braucht man die Hilfe eines funktionierenden Umfeldes.“
Susanne Kaufmann

HIGH WATER

In 2005, a flood destroyed a large part of the hotel. Susanne Kaufmann did not give up, because she saw this as an opportunity for a new beginning. The damage was not only remedied, but modern renovations were also made in the process.

A CLASSIC IS CREATED



2008

15 YEARS

SUSANNE KAUFMANN™



Men's skin needs special care and protection. By nature, male skin is more resilient, but shaving, stress, and environmental factors can also put a strain on it. Line M was specifically developed for men's skin.

NEW TO THE TEAM STEPHANIE RIST



FIRST ANTI AGING LINE IS CREATED

With the Anti Aging Line A, Susanne Kaufmann showed that natural cosmetics can also effectively combat signs of aging. With ingenious herbal combinations of active ingredients, the latest scientific findings and luxurious oils are implemented into product innovations in high doses.

LINE M ALL FOR MEN

2008 was the year in which Stephanie Rist began her apprenticeship at the Susanne Kaufmann™ Spa at the Hotel Post Bezaau. After that, she became the spa manager there and developed our training concept, and in 2012 she took on the role as international training manager. Today, she is the spa concept director and responsible for all major hotel clients.

GALA SPA AWARDS



The GALA SPA AWARDS are now among the most important beauty and spa events worldwide, and we were more than proud when our Line M won the award.

2010

15 YEARS

SUSANNE KAUFMANN™



In 2010, Bea von Thurn und Taxis took over the development of a national and international sales and marketing network. In 2012, she became managing director and co-owner of the brand.



BERLIN **THE FIRST SPA**

With the inspiration of bringing yoga retreats to the Bregenzerwald work began to define a spa concept that deals not only with beauty and well-being, but also with the sustainable improvement of health.

THE FIRST YOGA RETREAT **AT THE HOTEL POST BEZAU**

Berlin Mitte was home to the first Susanne Kaufmann™ Day Spa, which quickly became a success. The Bezaus-Berlin connection was created, and is successfully continued today. Kathleen Kloss, Beck to Beck, Dr. Angelika Strittmatter, and many more. The spa was relocated to Hotel Stue in 2012.



160-YEAR ANNIVERSARY **OF THE HOTEL POST BEZAU**

1850
2010 **160**
JAHRE

After a major renovation, the Hotel Post celebrated its 160th birthday. At the same time, it became a four-star superior hotel and, together with the Susanne Kaufmann™ Spa, has become one of the most sought-after wellness retreats in the Alpine region.

NEW TO THE TEAM, **BEA VON THURN UND TAXIS**



2011

15 YEARS

SUSANNE KAUFMANN™



How do you show that quality, principles, and values can be applied to everything you do? How do you show your love of detail? How do you say that sustainability is more than just a slogan? By uniting your products in a calendar and lovingly packaging them.

FIRST ADVENT CALENDAR BY SUSANNE KAUFMANN™



SUSANNE KAUFMANN BMW-I COOPERATION

The mission was to create a product for modern, sustainable mobility. Holistic and functional. The result was Purif-i, a disinfectant hand spray for the road.



NATURAL ANTI AGING RETREAT

With a holistic approach to better aging. The core of Natural Anti Aging is not combating symptoms, but preventing the causes. The entire body is individually strengthened and stimulated by acupuncture, treatments, exercise therapy, and nutrition.



2012

15 YEARS

SUSANNE KAUFMANN™



GEO SAISON THE BEST HOTELS IN EUROPE 2012

Susanne Kaufmann's uncompromising pursuit of quality in a modern, authentic atmosphere was again confirmed by the GEO Saison magazine's list of the 100 best hotels in Europe. Above all, she was praised for her vision and excellence.

Those who wish to foresee the future must first know the past – this Chinese wisdom best describes Susanne Kaufmann™'s idea for the Essence skin care line. The recipes behind the products use the innovative combination of ancient healing practices, the latest scientific knowledge, and highly effective, all-natural ingredients.

DETOX CUISINE AT THE HOTEL POST BEZAU



The first detox cure was offered at the Hotel Post Bezaú as part of the health concept. One guiding light was the principle of TCM: "Let your food be your medicine."

ESSENCE CARE LINE



2013

15 YEARS

SUSANNE KAUFMANN™



The first hotel partner for the Susanne Kaufmann™ Spa outside of Bezaau was the Hotel Stue in Berlin. A unique building in design and architecture, which is now one of the most famous hotels in Berlin. Today, the spa concept is implemented both nationally and internationally and has received many awards.



TEN YEARS OF SUSANNE KAUFMANN™ SPA AND COSMETICS

It's a long way from Bezaau to New York and Hong Kong. At the forefront of the brand is a born perfectionist and tireless developer of new ideas, concepts, and products. In 2013, the first ten years were appropriately celebrated—with three legendary festivals.

It took five years, 12 test series, and 20 prototypes before the sun cream finally came on the market. Making it the product with probably the longest development time in the Susanne Kaufmann™ lineup.

SUN CREAM GOOD THINGS TAKE TIME



FIRST HOTEL SPA THE STUE, BERLIN

Das Stue

2015

15 YEARS

SUSANNE KAUFMANN™



From Bezau to The New York Times, Vogue, the Forbes list, and the Condé Nast Traveller magazine. Even though many can hardly pronounce the word Bregenzerwald outside German-speaking countries, all major international magazines have written about it.



One of the most important goals of Susanne Kaufmann has always been to combine natural, herbal ingredients with science and technology to achieve the greatest benefits for the skin. With the patents of our Anti Aging products, we have proven that this is possible.

HAIR NATURAL HAIR CARE

It was about developing deeply nourishing hair care for natural hair health. Susanne Kaufmann worked with Christoph Tomann, a Vorarlberg hairdresser with shops in Dornbirn and Bezau, opposite the hotel.

PRESS, OR HOW TO SPELL BREGENZERWALD

THE PATENTED LINE A NATURE AND SCIENCE



2017

15 YEARS

SUSANNE KAUFMANN™



ADVANCED ANTI AGING CARE FOR THE FUTURE

The skin's aging process affects the whole body, and doesn't just stop at the face ... unfortunately. Susanne Kaufmann and her development team have tackled this problem by creating an innovative product duo, which is also used successfully in the hotel during the Body Rejuvenation Retreat.

SPA MIAMI FOUR SEASONS AT THE SURF CLUB



The time came when our production facility at Ingo Metzler was just too small. But, of course, Ingo did not simply build an extension to make more space. The new self-powered production facility has a viewing platform onto the production floor – so that visitors can experience firsthand what we produce – as well as a high-bay wooden warehouse that is well worth seeing.

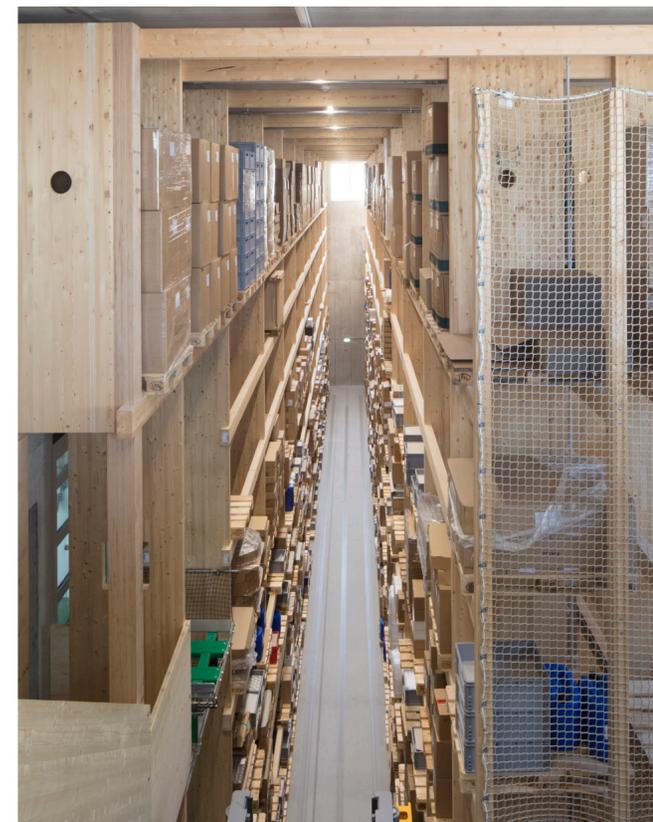
ANTI AGING BODY CARE

Our life spans are increasing, and we are staying fit and healthy for longer. Why shouldn't the natural aging of the skin keep up? With Advanced Anti Aging Care, Susanne Kaufmann has succeeded in giving the skin a more lasting youthful appearance.



The first spa in the US with products and treatments by Susanne Kaufmann™. And then the whole establishment. Pioneers in design and cuisine from around the world have been involved in reshaping The Surf Club. A real-life accolade for the spa concept of Susanne Kaufmann™.

OPENING OF PRODUCTION



2018

15 YEARS

SUSANNE KAUFMANN™



Three active ingredients, 15 years of experience in herbal ingredients, and the latest technologies have been combined in the Pollution Skin Defence System. The result is 15 vials that not only protect the skin from damaging environmental factors, but also repair it.

15 YEARS SUSANNE KAUFMANN™ SPA AND COSMETICS

THREE VIALS THREE-PART PROTECTION

NEW YORK, NEW YORK

The cosmetics line and the spa, even after 15 years, still embody the pronounced quality awareness, the belief in the power of nature, and the clear commitment of Susanne Kaufmann to sustainability.

Or: nature meets medical spa. The mission was to combine – and even synergize – the alleged contrasts between the aesthetic treatments in the NYDG and the natural product and treatment philosophy of Susanne Kaufmann™. Mission: accomplished.



2018

15 YEARS

SUSANNE KAUFMANN™



FORBES LIST SUSANNE AMONG THE TOP FOUR



Susanne Kaufmann

Who: Susanne Kaufmann

What: Susanne Kaufmann

Why: After joining the family business (Hotel Post Bezaui in Austria) in the 1990s, one of Kaufmann's first tasks was developing a spa with bespoke treatments. She quickly realized that she'd need to create her own products, to align with the hotel's holistic and sustainable values. In 2003, Kaufmann launched her namesake line. While it was only offered to hotel guests initially, buzz grew quickly and she gradually expanded to global distribution. Above all else, her mission is to prove that "natural skincare is as powerful as any other, and that a modern luxury brand can exist with a clean conscience."

On what beauty means to her: "Natural, efficacious, and environmentally responsible."

Heroine Product: Though her line is comprehensive with head-to-toe treatments, Kaufmann is particularly fond of her Eye Cream Line A. Because she believes that first impressions are reflected in the eyes first, it's important to use an eye cream everyday. (Pro tip: Kaufmann applies an extra-thick layer as an eye mask: "It's a wonder weapon--you will look fresh and well-rested the next day.")

The American business magazine Forbes ranked Susanne Kaufmann among the top four female entrepreneurs who are changing the beauty industry. A pleasant recognition that a modern cosmetics brand in the luxury segment can have a natural conscience.

ANTI AGING FOR THE HANDS

Our hands are our business cards and need a lot of loving care; thus, they should be protected from the first signs of age. The two new hand products repair, regenerate, and rejuvenate the hands with active herbal ingredients.



LIMITED EDITION

Our best sellers and Susanne's favorite products get a special platform for our 15-year anniversary. From the XL one-liter Oil Bath for the Senses to the box with our 15 most beautiful body products.



15 YEARS

SUSANNE KAUFMANN™