

# SCHLOSS ZERMATT

PRESS RELEASE

## *Adaptogenic Wellness Elevated: SCHLOSS Zermatt's Innovative Spa Experience with Herbar*

Zermatt, 3. December 2024 – With adaptogenic plant extracts, including medicinal mushrooms, SCHLOSS Zermatt introduces a new dimension of relaxation and regeneration to the Alps. In collaboration with Herbar, a pioneer in adaptogenic skincare, the hotel is setting new standards in wellness. The world's first CBD & Adaptogenic Spa blends science, nature, and ancient healing traditions to promote inner balance and radiant beauty. From this winter, guests can enjoy exclusive treatments that not only reduce stress but also align perfectly with the hotel's signature FLOW concept.

In 2020, SCHLOSS Zermatt garnered international attention as the first European hotel to open a CBD spa. Since then, this family-run establishment has focused on sports and wellbeing, enhancing the joy of life for its guests. The newly introduced adaptogenic treatments mark another step in promoting physical and mental wellness. Alongside daily yoga and fitness classes, the calming effects of adaptogens support personal balance and regeneration.

### **Adaptogens: Harnessing Nature's Power**

Adaptogenic plants, such as medicinal mushrooms, help the body better manage stress and restore inner harmony. They regulate cortisol levels and strengthen the hypothalamic-pituitary-adrenal (HPA) axis, which is crucial for stress management. With their antioxidant properties, adaptogenic plants also promote regeneration, making them an integral part of modern skincare. Scientifically proven to work both internally and externally, they support a balanced and healthy lifestyle.



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## **Herbar: Where Ancient Wisdom Meets Innovation**

SCHLOSS Zermatt and Herbar have co-created a groundbreaking spa and beauty experience, now exclusively available at the hotel's spa. This partnership combines Herbar's adaptogenic expertise with SCHLOSS Zermatt's holistic wellness philosophy, offering guests the opportunity to achieve both inner balance and outer radiance.

Herbar, renowned for its mushroom-based, science-backed skincare, seamlessly fuses modern innovation with traditional natural remedies. Drawing on adaptogenic mushrooms and botanical ingredients rooted in Traditional Chinese Medicine (TCM), Herbar's formulas adapt to the body's needs, helping to combat stress, anxiety, and fatigue while promoting regeneration and well-being without side effects.

At the world's first CBD & Adaptogenic Spa at SCHLOSS Zermatt, Herbar introduces exclusive facial treatments that transcend conventional skincare. Highlights include:

- **Make Me Glow:** A revitalizing treatment that restores radiance and vitality.
- **Detox & Go:** A detoxifying facial that cleanses and purifies the skin.
- **360 Sculpting Facial:** A contouring treatment designed to lift and rejuvenate.

These treatments integrate Herbar's adaptogenic ingredients with innovative techniques such as Gua Sha massages using custom mushroom tools, acupuncture, acupressure, and red and green light therapy. The result is a personalized, transformative wellness experience that nourishes both body and mind.

"With Herbar, we've found a partner who shares our vision of creating innovative and effective wellness offerings. Together, we've developed treatments that go far beyond traditional skincare, delivering a new level of relaxation and regeneration," says Alex Perren, owner of SCHLOSS Zermatt.

## *LINK TO WEBSITE*

<https://www.schlosszermatt.swiss/de/>

## *PRESS IMAGES & LINKS*

High-Res Pictures

<https://drive.google.com/drive/folders/15mR022h2m8JGdrMxAPod08P50WvtyhSh>

Factsheet

<https://www.schlosszermatt.swiss/media/b0mi2zvy/factsheet-en.pdf>



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## *ABOUT SCHLOSS ZERMATT*

Built in 1964 by the Zermatt artist and chef Lothar Stöpfer, the hotel was taken over 20 years later by the long-established Perren family. Since 2011, it has been under the management and ownership of Alex Perren Junior and his wife Pamela. SCHLOSS Zermatt offers a total of 55 hotel rooms and suites spread over the main building and the cottage as a bed and breakfast hotel. A high level of service and personalisation of the stay has always been the focus of the active and wellness hotel. This also included the opening of Europe's first CBD spa in 2020. Furthermore, the hotel offers its guests SCHLOSS Sport, in the form of an industrial-style fitness room, including a yoga room for up to ten people and daily free fitness and yoga classes. SCHLOSS Zermatt is centrally located in the car-free village, just 50 metres from the train station and right by the Gornergrat railway. In 2024, the hotel was ranked among the top 35 holiday hotels in Switzerland (SonntagsZeitung Hotel Ranking, May 26, 2024).

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