

PRESS RELEASE

Sustainable alternative: Tschuggen Hotel Group to launch The Organic Pharmacy and Londontown products in all its hotels

Sustainability in all areas of the luxury hotel business: the Swiss Tschuggen Hotel Group is introducing two environmentally-friendly brands in its spas. Products and applications by The Organic Pharmacy will now be available in all the Group's spas, while Londontown nail polish will be used for manicures and pedicures. The decisive factors behind the selection of these product lines were their natural and high-quality ingredients that provide an optimal effect as well as reduced plastic packaging.

Ascona (25 February 2020). The Organic Pharmacy products are organic, 100% natural, and cruelty-free. Londontown products are also cruelty-free, and the nail polishes are vegan, gluten-free, and contain significantly fewer harmful chemicals for skin and nails. "Many of our guests now prefer natural body and facial care products and we would like to accommodate this preference", explains the Spa Team of the Tschuggen Hotel Group.

The launch of an organic care line fits perfectly into the Group's overall sustainability concept. The Tschuggen Hotel Group has been carbon-neutral since 2019, with the reduction and offsetting of CO2 emissions playing an extremely important role in the business strategy. According to the Spa Management Team, selecting the brands was challenging and time-consuming given the many issues that needed taking into account in what is now an extremely large market. With The Organic Pharmacy and Londontown, the Group has now found ideal partners for its guests and spas.

In addition to traditional facial and body treatments, products from The Organic Pharmacy can also be used for device-based cosmetic treatments that enhance the desired effect.

Tschuggen Hotel Group

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The Organic Pharmacy products will be introduced as a complement to the existing spa range in the Tschuggen Grand Hotel and the Carlton Hotel. The products and applications will also be available in the Hotel Eden Roc from spring 2020 onwards. In the Valsana Hotel & Appartements, products from The Organic Pharmacy will be used exclusively for all treatments for women and men.

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For more than 30 years, the private Tschuggen Hotel Group has stood for heartfelt hospitality, award-winning cuisine, top-quality wellness pleasure and breathtaking views. With exclusive offers and unobtrusive luxury service, the family-run hotels offer guests holiday experiences of the very highest level. In addition to the Tschuggen Grand Hotel Arosa, Carlton Hotel St. Moritz and Hotel Eden Roc Ascona five-star hotels, the Albergo Carcani in Ascona (three stars) is also part of the group. The Valsana Hotel & Appartements (four stars) in Arosa, which already belonged to the group, reopened its doors in December 2017 after being completely rebuilt and is seen one of the most modern hotels in Switzerland with its striking architecture and an "ice battery" which produces heat and energy. Further information is available at www.tschuggenhotelgroup.ch/en.

About The Organic Pharmacy

The Organic Pharmacy was born from the desire to create better beauty. The brand opened its first store in 2002 on London's Kings Road. Dedicated to all things organic, it was a one-stop destination for customers to cater for all their health and skincare needs: a fully stocked homeopathic and herbal dispensary, skin clinic and medi spa. The Organic Pharmacy products are now available in over 36 countries. Performance organics. The brand's comprehensive health expertise translates into exceptional formulations of products which fuse herbal, homeopathic and cosmetic knowledge to create the new standard in clean, high-performance beauty. Wherever possible the best organic ingredients are used. Made in London with Love. The products are researched, formulated and manufactured in The Organic Pharmacy's own London laboratory. Each product is made with love, science and expertise in small batches to ensure strict quality control and maximum potency. The Organic Pharmacy is an Ecocert approved manufacturer. Further information is available at www.theorganicpharmacy.com

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