

PRESS RELEASE

Tschuggen Hotel Group Green Update – Introducing nooii

Commended for their innovation in the luxury hospitality sector and commitment to the environment, Tschuggen Hotel Group is pleased to partner with Swiss brand, nooii, specialists in sustainable and organic beauty and bathroom products.

Zurich (9 February 2022). Advancing climate change and the protection of the environment are among the most important challenges of our time, and never more apparent than whilst exploring the impressive natural scenery which acts as home to each of Tschuggen Hotel's Group five-star hotels. The prominent philosophy of caring for the environment has been a focus of the family-run hotel Group for many generations, recently accelerated through innovative technologies. Introducing nooii bathroom products to Tschuggen properties is a small nod to the Group's wider best-practices, and a nod to the incredible natural beauty which brings guests to each location.

Produced and packaged locally and sustainably, the Kilchberg-based company, nooii, echoes the same values of quality and responsibility as Tschuggen Hotel Group. Using only natural or organic ingredients, nooii products guarantee the best results for every skin type. The ingredients of the nooii skin care products are all certified organic by the Soil Association and are based on high-quality, natural oils and rosehip. All nooii products are free from palm oils, artificial colours and fragrances, toxins or parabens. No animal testing or animal substances have been used in any product.

Founder of nooii, Daniela Schweingruber comments, "It was important to me to make a product that you can trust. Yes, I would say trust is the foundation of good care. Few but high-quality ingredients form the basis of my products, which not only feel good on the skin and hair, but also really do you good, inside and out."

Daniela Schweingruber developed a bespoke range of care products for Tschuggen Hotel Group in Kilchberg near Zurich together with experienced perfumers. Using ingredients inspired by the locations of each of the properties such as cedar wood, mountain pine and bergamot, the three notes perfectly combine the three locations Arosa, St. Moritz and Ascona and are suitable for all genders.

Only available to hotel guests, the care experience complements Tschuggen Hotel Group's holistic guest experience initiative, Moving Mountains, which puts nature first. From the first to the last step of

production, nooii embraces a transparent production process and is designed to be as environmentally friendly as possible, using glass and recycled materials in its packaging. The optimised use of resources is a top priority at the Tschuggen Hotel Group so that guests can enjoy holidays at the highest level and with a clear conscience.

Tschuggen Hotel Group – unforgettable hotel experiences in the most beautiful places in Switzerland

For more than 40 years, the family-run [Tschuggen Hotel Group](#) has offered dynamic hospitality, award-winning cuisine, outstanding spa pleasure and breath-taking views. The four hotels are located in the most beautiful places in Switzerland. In addition to the five-star Tschuggen Grand Hotel Arosa, Carlton Hotel St. Moritz and Hotel Eden Roc Ascona, the Valsana Hotel Arosa (four-star hotel) is also part of the established group.

A pioneer in the industry, Tschuggen Hotel Group is the first Swiss premium hotel group to combine effective climate protection with the highest standards and has been operating on a completely climate-neutral basis since 2019. The CO2 emissions of all the hotels have been significantly reduced thanks to sustainable construction activity, the optimised use of resources, local producers and the provision of appropriate training to our employees.

Giving time back its value succeeds here with conscious enjoyment and experiences that stay with you. That is how the hotel's [Moving Mountains](#) concept came into being – a scientifically based, holistic hotel experience that unites the hospitality DNA of the Tschuggen Hotel Group and the contemporary needs of today's guests.

Media contact Tschuggen Hotel Group

Eva-Marie Knaak

Zeltweg 7, 8032 Zurich, Switzerland

+41 44 576 92 92, pr@tschuggenhotelgroup.ch