



BEAU-RIVAGE PALACE  
LAUSANNE SWITZERLAND



## **The new temple of beauty & well-being in the heart of Lausanne: An absolute must**

The Beau-Rivage Palace opens its new Guerlain Spa in an exclusive and exceptional location.

Both the spa and hotel embody luxury and excellence, making the art of living and beauty an absolute ethos for every single moment. One was born in Paris in 1828, and the other on the shores of Lake Geneva in Lausanne in 1861.

Today, these two iconic Houses are combining their expertise to create the first Guerlain Spa in the heart of the Beau-Rivage Palace. A haven, enchanting the senses and the mind, where Guerlain's expertise shines.

### **The meeting of two Houses and their excellence**

Guerlain has been an expert in beauty since 1939, with the creation of one of the very first beauty salons in the world, at 68 avenue des Champs-Élysées in Paris. With this visionary initiative, the art of touch and beauty serve as the foundations of a one-of-a-kind holistic approach to well-being that is entirely personalised. Every gesture combines the highest standards with a perfect understanding of the face and body and their respective needs.

Every treatment is designed to be a multi-sensory experience, a moment outside the bounds of time, as if suspended. Constantly being perfected, this know-how shines through in all the Guerlain spas on every continent. Indeed, these are places where the House forges exclusive

ties with exceptional locations. For each destination, Guerlain offers its signature and latest creations, as well as exclusive treatments meticulously crafted in harmony with the atmosphere, culture, and activities of the location. Today, by teaming up with the Beau-Rivage Palace, Guerlain is joining forces with one of the most prestigious hotels in the world.

For over 160 years, the Beau-Rivage Palace, a legendary destination featuring elegant neo-classical architecture, has hosted some of the world's greatest stars, royalty, politicians, artists, and sportsmen and women – Charlie Chaplin, Nelson Mandela, the Dalai Lama, and Elton John, to name but a few. And it's no wonder... Everything contributes to making this hotel one of the most sought-after in the world: its location on the Swiss Riviera, its vast four-hectare park and, above all, its ambience coupled with the exceptional, discreet, and legendary personalised service it offers.

International peace treaties have been signed here, and economic agreements negotiated – all contributing to its renown. Indeed, from the moment it was built, the Beau-Rivage Palace has been an iconic location. Ideally located on Lake Geneva, and extraordinarily spacious and elegant, it became a holiday destination for the high society, and – to this day – remains the place to be for those seeking a stay in a timeless and rejuvenating setting. The walls of this majestic establishment could certainly tell 1,001 stories about their guests and the events that have taken place there since 1861.



## **A haven of peace on Lake Geneva**

Completely redesigned to host the Maison Guerlain, the Spa has been revamped to create a vast and peaceful haven, bathed in light and overlooking the lake.

Inspired by the Guerlain signature, the Spa sprawls out in an elegant atmosphere where natural materials such as wood, marble, and precious metal blend harmoniously. Light shades invoking beige, pale gold, and honey cover every space, creating a warm, soothing ambience.

The entire Spa covers over 1,500 m<sup>2</sup> and features eight treatment rooms, including a double suite, as well as a relaxation room. Each changing room has its own steam room, sauna, ice cave, and ice fountain. To offer a holistic and rejuvenating experience, the Spa also has a fitness room with breath-taking views over the lake, as well as a yoga studio and two swimming pools – one indoor, and one outdoor.

## **Treatments designed for the well-being of body and mind**

The signature Guerlain touch is extremely precise, elevated to a unique art form. Like an artistic director in a graceful ballet, the hand allows for emotions to be conveyed through massages focused on slimming, anti-ageing, or relaxation. Expressing an intention that honours the sensitivity of the guest's skin and muscles, every gesture has its action, just as each note has its place in the solfeggio. In addition to being a communicator, the hand is also an extremely sensitive sensor, which Guerlain uses to perfection in the art of touch.

On the face or body, each gesture is controlled, more or less intense, deep or rhythmic, with the elegance of being entirely personalised. This know-how is what creates the multi-sensorial and holistic approach that is unique in the world. Every Beauty Expert in the House listens carefully, ensuring a comforting ambience in which to let go. And as and when required, they offer advice and coaching from a holistic perspective that includes lifestyle, nutrition, breathing, relaxation therapy, and meditation... Conceived as a rejuvenating interlude, each treatment is a source of sensory pleasure and disconnection.

## **Exclusive and signature treatments inspired by a legendary setting**

The Guerlain Spa menu at the Beau-Rivage Palace features a wide range of signature treatments, offering pioneering expertise in facials and unique know-how for the body. Guerlain draws inspiration from traditional massages and collaborates with specialists from all over the world to invent unprecedented, constantly renewed, precise, and sophisticated techniques to meet every need.

In addition to this exceptional menu, the Spa offers two exclusive treatment rituals, inspired by the legendary setting of the Palace:



'Riviera Glow', a facial that pays tribute to the Swiss Riviera and its infinite beauty. After a purifying cleanse with micro-crystals, the treatment offers the combined power of light therapy and ultra-draining facial gestures, dramatically boosting results. The face glows with an immediate and extraordinary radiance.

'Ballet on Lake Geneva', is an infinitely sensorial and artistic face and body treatment inspired by the Béjart ballet in Lausanne. The sequence of precise, rhythmic movements alternates between deep manual techniques and the delicate ballet of brushes. Thanks to these, and to the hand contact, the body relaxes, regaining its suppleness and freedom of movement. All tensions melt away, and the skin feels soft, velvety, and soothed. A delightful masterpiece of relaxation.

To ensure a Guerlain treatment is not a fleeting moment, the Beauty Expert will provide advice and prescriptions to allow the pleasurable experience to be prolonged at home. Every Guerlain Spa offers Guerlain's most beautiful creations, selected according to the treatment menu. They are an invitation to continue the Guerlain experience: extraordinary powder and lipsticks evoke jewels like the exquisite Rouge G; skincare products with divine textures, like the Orchidée Impériale and Abeille Royale lines, are an alchemy of noble and active raw materials; the L'Institut 68 range is for body rituals that combine Guerlain's codes and symbols; and the unique, refined fragrances in the Perfumery of Art capture the spirit of the House...

The Guerlain Spa at the Beau-Rivage Palace will welcome guests from 1 February 2024.

### **Hôtel Beau-Rivage Palace**

**Chemin de Beau-Rivage 21 | 1006 Lausanne**

**+41 21 613 33 67 | [spa@guerlain.ch](mailto:spa@guerlain.ch)**

**06:30 to 22.00**



## **About the Beau-Rivage Palace**

Since 1861, the Beau-Rivage Palace has proved that tradition and innovation, just like heritage and modernity, are complementary values.

A product of the finest Swiss hotel tradition, the Beau-Rivage Palace is part of the heritage of a country where hospitality is the epitome of excellence. The walls of this majestic establishment tell of great moments in history, such as the signing of historic treaties, visits by artists seeking inspiration, royal families, and famous guests: every one of these are part of the legend of the Beau-Rivage Palace.

Ranked among Europe's top 5-star hotels, it features two buildings linked by *La Rotonde*, which was built in 1908. Ideally located on the shores of Lake Geneva, the Beau-Rivage Palace is nestled in a four-hectare park, a stone's throw from the centre of Lausanne. The view of Lake Geneva and the Alps gives the place a unique, timeless serenity. The 2-star gastronomic Michelin restaurant, Anne-Sophie Pic, adds the finishing touch to this extremely refined destination.

## **About Guerlain**

Since 1828, Guerlain has explored, innovated, and perfected its Fragrance, Skincare, and Makeup, thanks to its daring creators of mythic creations with timeless savoir-faire. Drawing inspiration from Nature and Art and with the Culture of Beauty as its signature, the House has been visionary in its holistic perception of Beauty since its founding. As a Parisian House with a rich heritage and the crowning jewel of luxury "à la française" for almost two centuries, Guerlain has also always manufactured its products in its own ateliers, all located right in France.

For over 15 years, the House has placed the conservation of Nature at the heart of its work, guided by the bee — its emblem. Guerlain has dedicated several partnerships and initiatives to protect this precious pollinator within its "Guerlain For Bees Conservation Programme."

### **CONTACT PRESSE**

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