



## THE KULM HOTEL, ST. MORITZ INTRODUCES FACEGYM Ski & Sculpt

**12 December 2024 - St. Moritz, Switzerland:** The Kulm Hotel, St Moritz, introduces an exclusive partnership with FACEGYM, the innovative facial exercise brand founded by former beauty and wellness columnist Inge Theron in 2014. The new 'Ski and Sculpt' concept will be introduced in the Kulm's luxurious 2000m2 spa, with a menu of treatments designed to lift and sculpt. The partnership marks the brand's first ever European spa.

"I'm thrilled to announce our partnership, bringing the original facial fitness brand to the continent for the first time, at the prestigious Kulm Hotel in St. Moritz. This collaboration brings together two brands synonymous with excellence and luxury. Having cherished years in these mountains, teaching my two girls to ski, and creating unforgettable memories, it's exciting to bring my third "baby", FaceGym, to this remarkable location. Our results-oriented manual lifting techniques, complemented by our patented Bio Tech Collagen skincare, advanced tech including vitamin and oxygen-infused "shots", are perfect for enhancing and revitalizing your appearance in the mountain. Sculpt and Ski is the new Après Ski; we're eager to redefine well-being and beauty in the crystalline air of St. Moritz." comments Inge Theron, Founder FaceGym.

### **Ski & Sculpt Menu**

The Ski & Sculpt menu is designed to combat the effects of altitude on the skin, reducing puffiness and improving hydration, incorporating FACEGYM's signature facial exercises along with added boosters for added glow and definition.

Treatments include:

#### **COLLAGEN SIGNATURE SCULPT™ 45min**

Blending deep tissue facial massage with EMS technology for an instant lift, tone, and contour. The intense muscle manipulation technique reduces puffiness and boosts circulation, enhancing collagen production for firmer, revitalized skin. The Biotech Collagen skincare deeply hydrates and restores, perfect after alpine sun exposure, resulting in smoother texture, lifted contours, and a radiant, youthful glow.



### **CRYO OXYGEN SCULPT & GLOW 60 min**

The ultimate in transformative facial massage that blends the power of EMS, lymphatic drainage and intra-oral buccal techniques to reduce puffiness, boost collagen production, and release deep muscle tension for a visibly contoured and rejuvenated appearance. The massage is paired with a powerful blast of Oxygen, Hyaluronic Acid and Vitamin Infusion that delivers a powerful burst of cooling oxygen and nutrients to revitalize the skin, reduce inflammation and tighten pores for an instant glow.

### **THE ULTIMATE SCULPT 80min**

The ultimate FaceGym Collagen Boosting skin treatment, a multi-step rejuvenation that begins with a custom mask tailored to target unique skin concerns for optimal renewal. The signature deep tissue facial massage and EMS technology lifts facial muscles for a defined look. Cryo Oxygen therapy infuses cooling oxygen to tighten pores and revitalize the skin, to complete the transformation the LED mask boosts collagen production and tightens the skin, leaving your skin firm, radiant, and youthful.

Added boosters include 'Active Needling', a non-invasive concept for skin rejuvenation; shots of frozen vitamins and hyaluronic acid for instant glow; a buccal massage to relieve tension and stress and LED light therapy to target fine lines and blemishes.

### **Elevated Wellbeing**

The Spa at The Kulm St. Moritz is a haven of relaxation with stunning views across the lake. The expansive 2000m<sup>2</sup> spa features an indoor and outdoor pool, whirlpool, Kneipp footpath, saltwater grotto, Finnish sauna, steam baths and an infrared cabin as well as a state of the art gym. Treatments include tailor made body and massage and an onsite hairdresser.

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### **Notes to Editors**

Kulm Hotel St. Moritz ([kulm.com](http://kulm.com)) was the first hotel to be built in St. Moritz. The Kulm Hotel opened its doors in 1856 and immediately became popular for summer spa and painting holidays, particularly among the British who comprised around 75% of the hotel guests. The then owner of the Kulm Hotel, Johannes Badrutt, initiated winter holidays to St. Moritz from 1864 and, as a result, the hotel, resort and Switzerland itself celebrated 150 years of winter tourism in the 2014/15 season. Since the 19th century, the Kulm Hotel has changed considerably through expansion and renovation, but the fabulous location at the heart of St. Moritz with views over the Lake remains the same.

A member of The Leading Hotels of the World, Kulm Hotel St. Moritz has 150 rooms, seven restaurants (including formal dining in the Grand Restaurant, the Italian Pizzeria with 14 Gault Millau points and local Engadin specialties at Chesa al Parc, Peruvian Amaru and the legendary Sunny Bar & Grill by Tom Booton, Chesa al Parc and Kulm Country Club); the extensive Kulm Spa (with a 20m indoor pool with underwater music, various saunas and steam room, a Jacuzzi, a fully equipped gym and treatment rooms, all with stunning views over Lake St. Moritz); and six conference rooms, with capacities ranging from 50 to 500 people.



## **ABOUT FACEGYM**

Founded by former beauty and wellness columnist Inge Theron, FACEGYM was born out of the insight that regular muscle movement can create an immediate and lasting impact on how we look and feel.

After testing hundreds of complicated, time intensive beauty and wellness experiences, Inge developed her own concept: a non-invasive facial workout with aesthetic and therapeutic benefits for looking and feeling better instantly and over time.

Following a two-year study in facial massage and muscle stimulation, she worked with experts across the world to create a signature workout for the face that uses advanced tools to lift, sculpt and tone facial muscles for immediate results that can be seen and felt.