



**PALACE MERANO WELCOMES SPRING
LAUNCHING NEW CARE PROGRAMMES, INCLUDING ONE DESIGNED FOR
REGENERATION IN TIMES OF HIGH STRESS, PERFECT FOR BRIDES STRUGGLING
WITH WEDDING PLANNING**

Offering benefits that last up to six months, this programme helps restore radiance, shape, and health while reducing both mental and physical stress.

Merano, March 2025. Palace Merano, the **first Medical Spa in Italy** and the creator of the **Revital®** method over two decades ago, kicks off the **new season** by unveiling innovative care and **remise en forme** programmes, one of which is tailored specifically for brides.

Observing customer trends and with the aim of offering its guests wellness experiences that are never the same and state-of-the-art **regeneration opportunities that meet different needs and growing demands**, Palace Merano has also thought of those about to get married. *"In the summer of last year," says CEO Stefano Plotegher, "we welcomed a mother and daughter who had come here to relax together and share moments of complicity before the big day. After all, organising a wedding and preparing to live as a couple can be a real challenge, inducing stress and anxiety. Given the positive results of this stay, we now have the perfect programme for the bride to recover her psycho-physical balance, which she can share with those she loves. Among other things, it can be a wonderful gift idea for the mother who wants to give her daughter a holiday together, while taking care of her well-being".*

The programme called **'Relax & Balance'** includes valuable treatments for a bride-to-be such as **hydro-massage therapy** that detoxifies the skin and makes it glow, **vitamin booster drips**, and **bio-energy treatments** that control the flow of the meridians and check that there are no energy blocks in the body. In addition, **guided yoga and meditation sessions**, **yoga massage** and **Floating therapy**, the **sensory deprivation pool** that allows you to experience an unparalleled level of relaxation. **The beneficial effects of 'Relax & Balance' last up to six months**, allowing you to plan this break well in advance of the tight schedule of final wedding preparations.

Not only that: the timing and modalities of the programme also offer **powerful weapons for regaining one's ideal weight, if necessary**, and parading around in a wedding dress in the desired size.

'We don't just administer therapies that last the space of a week,' adds Dr Maximilian Mayrhofer, scientific director and head of the Revital programmes of the facility - but we teach a lifestyle that will then accompany the guest all the way home, enabling them to prolong the effects of our treatments even more. All starting with simple habits to change such as what to eat, how to chew, even how to breathe".

"Relax and Balance" is calibrated over a 6-day (and 7-night) period ideal for restoring a deep connection with oneself, reducing mental stress and physical tensions, promoting concentration, stimulating creativity and improving sleep quality. **The programme** offers a complete check-up of one's health and bio-energy levels, as well as a detox or biolight diet, as well as massages and anti-stress treatments, and fitness and sports activities.

'The great added value of this programme, which places great emphasis on the importance of correct breathing,' Plotegher continues, 'are the open-air fitness sessions, yoga, walking or cycling, because here we are in Merano where the microclimate and air are a unique plus. It is in fact no coincidence that this very place was chosen to give life to our incredible reality where the five elements (air, water, earth, fire and metal), pillars of Chinese medicine to which we refer with our protocols, are in perfect balance, starting with the water, which has a very low fixed residue and is used for our mud baths, aromatised waters and herbal teas, all of which we produce ourselves. Our differentiating and invaluable element is precisely this ecosystem, which cannot be replicated'.



"RELAX & BALANCE" COSTS 5,530 EURO AND INCLUDES IN ITS VERSION 6 DAYS AND 7 NIGHTS:

Detox or Biolight diet, subject to medical assessment; blood tests (cortisol, testosterone, DHEA, melatonin); bioenergy check-up; 2 Floating therapy sessions; 1 Total relaxation treatment; 1 Yoga massage; 6 Biofeedback; 2 vitamin drips; 4 bioenergy treatments 2 one-to-one yoga sessions; 6 energy massages; 6 hydro-mud energy treatments; 3 medical check-ups; plus morning energy awakenings; access to pool and sauna areas, indoor fitness and group physical activities, e-bikes and outdoor group physical activities.

Finally, Palace Merano is deeply aware that caring for one's inner energy is preparatory to caring for one's outer appearance. The bride who also wants to give new stimuli to her beauty can therefore add to the Relax & Balance programme, **aesthetic medicine treatments for the face and body**: these include pulse lasers, fraxel lasers, mesotherapy, hyaluronic acid fillers, Botox, Profilllo, Plasma Lift PRP, electrothermal cautery, non-surgical liposuction, high-density ultrasound for lifting, through to antiaging hair treatments.

In addition to the new programmes, **Palace Merano opens the new season on the strength of another prestigious award it has just won: Condé Nast Traveller - within the category "Wellness & Spa Awards 2025" - has in fact awarded it the "Master MOT", which rewards the best spas that offer a complete health check-up.**

Palace Merano is the only Italian medical spa in the 2025 ranking.

PRESS NOTE

Palace Merano is the first Medical Spa in Italy that, over 20 years ago, devised the Revital Method®. Its customised treatments are based on functional, allopathic and energetic medicine for preventive purposes, integrated with the holistic principles of Traditional Chinese Medicine (TCM). Located in the heart of Merano, surrounded by a unique microclimate, it is housed in an elegant historic building, a 5-star hotel with 99 rooms, including 14 junior suites and 30 suites located in the main building, the castle and the panoramic floor. Inside, there is a 6,000 m² Revital® centre and an entire 1,500 m² state-of-the-art medical floor. The Revital centre®, dedicated to advanced diagnostics and innovative tailor-made treatments, includes a medical area and a Spa complete with areas dedicated to sports and relaxation. The Spa has 18 cabins for hydro-massage therapy, 6 for hydro-jet therapy, 19 for beauty treatments, a relaxation and meditation area, as well as an indoor pool, saunas, hammam, Kneipp path and a 31-metre outdoor pool with hydromassage beds, whirlpool and bar service. The fitness room, overlooking the park, offers state-of-the-art Technogym equipment and various indoor and outdoor sports activities with personal trainers. The medical area on the fifth floor, on the other hand, houses an analysis laboratory, scanners and check-ups, hydro-colon therapy, acupuncture, osteopathy, oxygen-ozone therapy, the bioenergetic and nutritional department, advanced beauty treatments and the availability of an aesthetic doctor and his team. The centre is supported by an exclusive medical team, working synergistically with nutritionists, naturopaths, osteopaths and nurses, applying the integrated preventive method. Special attention is devoted to sport, through the introduction of the new state-of-the-art space - the Sport Recovery Lab - designed for those practising sport and those seeking to regain physical function and muscle strength after an injury. The culinary offer is the jewel in the crown of the Palace Merano experience: the Palace Detox® Diet, Palace Biolight® Nutrition and Palace Sport® Nutrition regimes are designed to enhance psychophysical wellbeing through the use of fresh, seasonal and zero-kilometre ingredients. The prestigious Swiss magazine Bilanz honoured the Palace Merano, placing it fourth among the '20 Best Health Hotels' in the Alpine region for 2024. In 2025, the hotel was the only Italian spa to receive the 'Master MOT' award from Condé Nast Traveller, which rewards the best spas with comprehensive health check-ups.

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