ZINÉDINE ZIDANE NAMED BRAND AMBASSADOR FOR PALACE MERANO

Nearly 30 years as a loyal guest and a legendary career in sports, Zidane becomes the perfect voice to represent the benefits of the Revital® Method.
He will also collaborate with Italy's premier Medical Spa on programme development and new wellness initiatives.

Merano, April 16, 2025 — Zinédine Zidane Becomes Ambassador of Palace Merano, Italy's First Medical Spa

Palace Merano, Italy's pioneering Medical Spa and creator of the acclaimed Revital® Method more than 20 years ago, is proud to announce Zinédine Zidane as its new brand ambassador. Earlier this year, Palace Merano was the only Italian spa to be honored with the prestigious **Condé Nast Traveller "Wellness Spa Award 2025"**, and was also named **"Best Global Spa Hotel"** by **The Luxury Spa Edit**.

The legendary French footballer and sports executive — World Champion in 1998 and European Champion in 2000 with the French national team — has been a loyal guest at Palace Merano for nearly three decades, choosing the retreat twice a year for a week-long stay, often accompanied by family or lifelong friends.

"I return to Palace Merano at least twice a year for a week, together with family or close friends. Every time I step through the doors, I feel like I'm entering another world — my second home. It's a place that completely recharges me, where I can truly disconnect and refuel. After just one day, I already feel like a new person, thanks to the extraordinary team that has been looking after me for almost 30 years. If I had to describe Palace Merano in three words, I would choose: **team** — because it's the most important thing — **wellness**, and **nature**, because the surroundings are simply stunning," said Zidane.

The idea for a collaboration with Zidane was born back in 2022, initiated by **Dr. Massimiliano Mayrhofer**, Scientific Director of Palace Merano and Head of the Revital® programmes, along with **Alain Migliaccio**, Zidane's close friend and agent, who, despite knowing all of Europe's medical spas, found only at Palace Merano the level of excellence he sought for both himself and many top athletes. With the arrival of **Stefano Plotegher** as CEO, the project was reignited and brought to fruition.

Through this partnership, Zidane will not only serve as the face of Palace Merano but will also play an active role in supporting and advising on the development of new wellness programmes.

"It's a true honor to have Zinédine Zidane as our ambassador," says CEO **Stefano Plotegher**. "He's like family to us, and his extraordinary career makes him the perfect testimonial. His personal experience is the best proof of the lasting benefits of our method."

A long-time advocate of Palace Merano's treatments, Zidane has consistently chosen the Detox protocol, which has become a key part of his wellness routine. Always curious and eager to explore the latest innovations, he often shares valuable insights and feedback. Not surprisingly, he was among the first to experience the **Sport Recovery Lab**, the newly launched space dedicated to muscle recovery and rehabilitation for athletes, introduced at the season's reopening in March.

"Over the years, Zidane has generously offered us suggestions and ideas to improve and tailor our method," Plotegher adds. "Today's collaboration is the natural evolution of a longstanding relationship — an official recognition of a dialogue and exchange that has already enriched us for years."

During his stays, Zidane follows a strict wellness routine centered around the **Revital Detox® Programme**: early mornings are devoted to medical check-ups, consultations with naturopaths and nutritionists, followed by hydro-mud therapy and his favorite — a massage with his trusted therapist, which he considers the highlight of his day. Afternoons are often reserved for relaxation and for enjoying Merano and its scenic surroundings.

For Zidane, Palace Merano is not just about treatments — it's about a unique, non-replicable method that is highly personalized, and the rare privilege of silence and nature, which allows him to disconnect, refocus, and restore his inner balance.

PRESS NOTE

Palace Merano is Italy's first Medical Spa and the pioneer behind the Revital® Method, which it introduced over 20 years ago. This personalized wellness program combines functional, allopathic, and energy-based medicine for preventive health, integrated with the holistic principles of Traditional Chinese Medicine (TCM).Located in the heart of Merano and surrounded by a unique microclimate, Palace Merano is housed in an elegant historic building, offering 99 rooms including 14 Junior Suites and 30 Suites, spread across the main palace, the castle, and the panoramic rooftop floor.The property features a 6,000-square-meter Revital® Center and a state-of-the-art 1,500-square-meter medical floor. The Revital® Center specializes in advanced diagnostics and tailor-made treatments and includes a medical department along with a comprehensive spa offering dedicated spaces for sports and relaxation.The Spa boasts 18 cabins for hydrofangotherapy, 6 for hydrojet treatments, 19 for beauty treatments, as well as relaxation and meditation areas, an indoor swimming pool, saunas, a hammam, a Kneipp path, and a 31-meter outdoor pool with hydromassage beds, whirlpool, and bar service.The fitness room, overlooking the park, is equipped with the latest Technogym machines and offers a range of indoor and outdoor activities with personal trainers. The medical floor on the fifth level hosts a diagnostic laboratory, scanning and check-up services, hydrocolonic therapy, acupuncture, osteopathy, oxygen-ozone therapy, a bioenergetic and nutritional department, advanced aesthetic treatments, and the expertise of an in-house aesthetic medicine team.An exclusive team of medical professionals works closely with nutritionists, naturopaths, osteopaths, and nurses to apply Palace Merano's integrated preventive health method.Special attention is given to sports recovery through the newly introduced cutting-edge Sport Recovery Lab, designed for athletes and for anyone seeking to regain physical strength and muscle function following injury.The culinary offering is a true highlight of the Palace Merano experience: the Palace Detox® Diet, Palace Biolight® Nutrition, and Palace Sport® Nutrition programs are crafted to enhance physical and mental well-being through the use of fresh, seasonal, and locally sourced ingredients.The Swiss magazine Bilanz ranked Palace Merano fourth in its list of the "Top 20 Health Hotels" in the Alpine region for 2024. In 2025, Palace Merano was the only Italian spa to receive the prestigious "Master MOT" award from Condé Nast Traveller, recognizing the world's best spas offering comprehensive health check-ups.

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