



Palace Merano launches its online boutique: The Revital® Method continues at home

The excellence of the Medical Spa becomes part of everyday life with a new collection of skincare, bodycare, functional herbal teas and food supplements inspired by Traditional Chinese Medicine

With the launch of its new online boutique, featuring an exclusive collection of skincare, bodycare, functional herbal teas and food supplements, Palace Merano brings the **Revital® Method** into the home. A natural extension of the Medical Spa's philosophy, which for more than twenty years has viewed **longevity** as an integrated journey towards health and wellbeing, founded on expertise, method and daily rituals.

Created to accompany guests long after their stay, **the new Palace Merano collection** transforms everyday gestures into rituals of regeneration, embracing an approach in which wellbeing is not a temporary experience but an ongoing commitment nurtured through mindful habits that promote balance, vitality and quality of life.

Developed in collaboration with **Piroche Cosmétiques**, the long-established South Tyrolean company specialising in professional natural cosmetics, the beauty line is born from the **meeting of scientific research, herbal tradition and carefully selected natural ingredients**. Its connection to the local area is reflected in every formulation: from South Tyrolean Spring water to Alpine botanical extracts, each product tells the story of a supply chain centred on quality, naturality and sustainability.

Wellbeing begins with balance

At the heart of the collection are the principles of **Traditional Chinese Medicine**, which have always inspired the Revital® Method and its holistic vision of wellbeing. The skin is regarded as a reflection of the body's internal balance and is treated according to the dynamic relationship between **Yin and Yang**, the complementary energies that regulate vital functions.

This philosophy gives rise to tailored formulations: warming treatments designed to stimulate microcirculation and restore vitality to the tissues, alongside cooling and soothing formulas that calm the skin and help re-establish harmony. Beauty is therefore understood not merely as an aesthetic outcome, but as the outward expression of a deeper balance between body, mind and vital energy.

Skincare combining cosmetic science with Alpine nature

The new facial skincare collection includes four creams, an eye cream, two serums, two masks and a range of targeted treatments developed with high-performance ingredients such as multi-molecular hyaluronic acid, vitamins C and E, retinol, aloe vera, coenzyme Q10, panthenol and jojoba beads.



The textures have been designed to meet the needs of different ages and skin types. Lightweight, deeply hydrating formulas for younger skin, including **Hydra Essential Serum** and **Hydra Essential Cream**, sit alongside advanced anti-ageing treatments such as **Ultra Active Lift Cream**, enriched with *Acmella oleracea*, often referred to as "nature's botox" for its visible smoothing effect on expression lines.

Antiox Repair Night Cream and **Intensive Nourishing Cream** complete the skincare ritual dedicated to regeneration and intensive nourishment. Enriched with vitamins C and E and aloe vera, the former supports the skin's natural overnight renewal process while helping to counteract oxidative stress. The latter is a deeply nourishing treatment formulated for dry and sensitive skin, ideal both as an intensive night cream and as daily protection during the colder months, when skin is more exposed to wind and low temperatures.

The collection is completed by a cleansing ritual featuring a **jojoba bead exfoliator** and two complementary masks: **Detox Clay Mask**, a purifying treatment with green clay and propolis, and **Velvet Mask**, a nourishing and plumping formula with hyaluronic acid and *Acmella oleracea*, which can also be used as an overnight sleeping mask.

Professional aromatherapy and herbal mud therapy: restoring balance to the body

Professional aromatherapy and the signature body rituals of the Medical Spa are also key elements of the Revital® Method. Now available online, the **AromaActive** range offers four essential oil blends designed to support different needs, from muscle relaxation and fluid drainage to physical recovery and energy rebalancing.

Completing the collection are the exclusive herbal mud treatments used in the Medical Spa's hydro-mud therapy, formulated with iodine-rich seaweed, trace minerals and natural clays to support the body's natural detoxification processes. These are complemented by targeted body treatments such as **Thermoactive Cellulite Spray** and **Arnica Spray Sport**, developed to promote lightness, vitality and physical recovery.

Functional herbal teas and food supplements: wellbeing from within

The Palace Merano experience is further enhanced by a selection of **eight functional herbal teas inspired by the philosophy of the Revital® Method**, created to support everyday wellbeing through the beneficial properties of medicinal plants. Each blend has been carefully formulated to address specific needs, from digestive balance and natural drainage to detoxification and vitality.

Among the signature blends are **Revital Red**, combining rosehip, hibiscus and cranberry to help protect against oxidative stress; **Revital White**, created to support lymphatic wellbeing; and **Revital Detox**, a botanical blend formulated to assist the body's natural elimination processes while promoting a pleasant feeling of lightness.



Alongside the herbal teas, the online boutique offers **a range of sixteen food supplements** designed to support the body from within and allow guests to continue their wellness journey at home. Each targeted formula addresses different aspects of everyday wellbeing, from relaxation and emotional balance to restorative sleep and stress management.

Among the standout products are **Relax Revital**, formulated to encourage natural relaxation and mental calm; **Serene Des**, developed to support mental wellbeing and emotional balance; and **Sleep Revital**, created to promote restorative sleep and help the body recover its natural energy.

The Palace Merano experience, every day

For the first time, the Revital® Method extends beyond the walls of Palace Merano and becomes part of everyday life, enabling guests to continue the wellness journey they began during their stay through simple yet mindful daily rituals.

Created for both women and men, the collection embodies the perfect balance of medical expertise, Alpine nature and the principles of Traditional Chinese Medicine, transforming the daily beauty routine into an authentic ritual of balance, longevity and wellbeing.

Palace Merano is not simply bringing products into the home—it is bringing home its entire wellbeing philosophy.

The new online boutique is now available at www.palace.it.



NOTE STAMPA

Palace Merano is the first Medical Spa in Italy that, over 20 years ago, created the Revital® Method. This personalised wellness programme integrates functional, allopathic, and energy-based medicine with the holistic principles of Traditional Chinese Medicine (TCM), focusing on preventive health. Located in the heart of Merano, surrounded by a distinctive microclimate, Palace Merano is housed in an elegant historic building offering 99 rooms, including 14 Junior Suites and 30 Suites, distributed across the main palace, the castle, and the panoramic rooftop floor. The property features a 6,000-square-metre Revital® Centre and a cutting-edge 1,500-square-metre medical floor. The Revital® Centre specialises in advanced diagnostics and bespoke treatments and includes a medical department alongside a comprehensive spa with dedicated areas for sports and relaxation. The Spa comprises 18 cabins for hydro-mud therapy, 6 for hydro-jet treatments, and 19 for beauty therapies. Guests also enjoy relaxation and meditation areas, an indoor swimming pool, saunas, a hammam, a Kneipp path, and a 31-metre outdoor pool with hydromassage beds, whirlpool features, 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 led by personal trainers. The medical floor on the fifth level includes a diagnostic laboratory, scanning and check-up services, colon hydrotherapy, acupuncture, osteopathy, oxygen-ozone therapy, a bioenergetic and nutritional department, advanced aesthetic procedures, and the expertise of an in-house aesthetic medicine team. An exclusive team of medical professionals works in close collaboration with nutritionists, naturopaths, osteopaths, and nurses to implement Palace Merano's integrated method for preventive health. Particular attention is given to sports recovery through the newly established, state-of-the-art Sport Recovery Lab, designed for athletes and those seeking to restore physical strength and muscular function following injury. In 2025, the collaboration with Alex Schwazer, Olympic champion and new athletic trainer at the Sport & Recovery Lab, further enhances the facility's sports offering with personalised programmes and innovative training and recovery protocols. The culinary offering is a defining element of the Palace Merano experience: the Palace Detox® Diet, Palace Biolight® Nutrition, and Palace Sport® Nutrition programmes are created to support physical and mental well-being, using fresh, seasonal, and locally sourced ingredients. A new partnership established in 2025 with the Health Centre ST. JOSEF in Merano enables Palace Merano guests to enhance their preventive healthcare journey through access to specialised screening services (Cardiology, Ophthalmology, Urology, Gastroenterology, Dermatology). Moreover, Zinedine Zidane becomes the perfect voice to represent the benefits of the Revital® Method, assuming the role of Brand Ambassador for Palace Merano.

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 stands as the only Italian spa to receive the prestigious "Master MOT" award from Condé Nast Traveller, recognising the world's best spas offering comprehensive health check-ups. Additionally, Palace Merano is honoured to have been named 'Best Global Spa Hotel' at the esteemed Luxury Spa Edit™ Awards 2025. It is also the winner of the 'Wellness & Spa Awards 2025' by Condé Nast Traveller Germany, and has been ranked 8th among the 'Best Destination Spas in Europe' in the Condé Nast Traveller Readers' Choice Awards 2025.

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