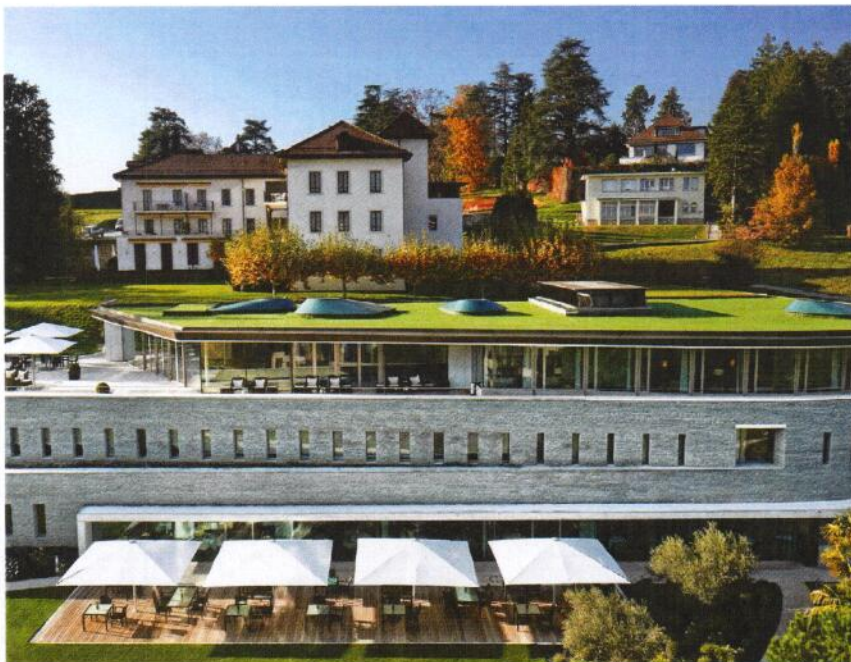


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EDITED BY SARAH TODD



Clinique La Prairie's expansion is a journey of 'Discovery'

New CEO Simone Gibertoni outlines strategy to develop brand with introduction of new programmes and future satellite day clinics

SWITZERLAND: The new CEO of Clinique La Prairie, Simone Gibertoni, has outlined his future strategy for global brand growth.

As part of the new vision, the clinic's existing medical offering will be further developed and refined, and a series of new 'Discovery' programmes will introduce guests to ways of optimising individual health and wellbeing.

With 50% of Clinique La Prairie clients returning year-on-year, the property will be extending its occupancy capacity with new villas for guests wishing to reside for longer periods.

Speaking exclusively to *European Spa*, Gibertoni explained how his strategy is inspired by the considerable heritage of the pioneering medical retreat: "With an 85-year history and our worldwide reputation for advanced medical treatments and wellbeing, our new plans will reinforce the exceptional service Clinique La

Prairie offers our guests. We will further build on our mastery in the fields of rejuvenation, longevity and wellbeing as we enter this new phase in our long history of medical expertise."

Further afield, Gibertoni is also working on a global strategy to establish smaller, satellite day clinics in major cities outside of Europe.

"We are determined to be seen as long-term health consultants, helping our clients way beyond



"Our new plans will reinforce the exceptional service Clinique La Prairie offers our guests."

Simone Gibertoni
CEO, Clinique La Prairie

their stay with us. The eventual establishment of day clinics will enable us to provide year-round health consultancy and customised follow-up medical advice," he explained.

Located on the shores of Lake Geneva in Montreux, Clinique La Prairie was founded in 1931 by cell therapy pioneer Professor Paul Niehans. Combining a holistic approach to preventative healthcare and wellbeing with a comprehensive medical capability, the retreat offers a range of programmes and a multi-disciplinary specialist surgical and medical team.

Gibertoni further stressed that Clinique La Prairie would hold its service levels central to this new expansion: "Our aim is to offer a bespoke wellbeing experience of the highest level to every client by combining science – under the helm of our exceptional medical team – and art."
www.laprairie.ch