

Privé-Swiss FOLDS FITNESS AND WELLNESS DIVISIONS UNDER ITS FLAGSHIP LUXURY BRAND

Re-Branding Includes Essex Wellness Center to Privé-Swiss Wellness and Fitness on the Water in Westbrook to Privé-Swiss Fitness

Privé-Swiss: The Club and New Heated Studio to Open Later this Spring in Westbrook

Westbrook, Connecticut – Privé-Swiss, the only private, clinical-holistic, luxury retreat program in the country, today announced that it is folding its fitness and wellness divisions under its flagship brand. Privé-Swiss Wellness (formerly known as Essex Wellness Center), will continue to offer comprehensive wellness services including Naturopathic and Chinese Medicine, Acupuncture, massage, facials, body treatments, nutrition services and more. Privé-Swiss Fitness (formerly known as Fitness on the Water in Westbrook) and The Studio by Privé-Swiss (formerly known as Fitness on the Water in Branford) will maintain its award-winning offerings of group fitness classes and private sessions in Pilates, Barre, Yoga, Indoor Cycling and its signature format, Barefoot Bands.

“For nearly twenty-five years, I have been operating private, luxury retreat and other healthcare programs in Southern California and Connecticut, establishing the Privé-Swiss brand,” said Heidi Kunzli, founder of Privé-Swiss, Essex Wellness Center and Fitness on the Water. “The philosophy at all three of my businesses has always been the same – to offer exceptional, personalized services by providers who are leaders in their field, all set in a luxurious, private, comfortable setting, to help people be well. As many of our clients take advantage of services across the three divisions, it was a natural progression to fold our wellness and fitness offerings into this well-established brand, whose reputation around the world speaks for itself having treated an international clientele of executives, celebrities, pro athletes, business owners and others.”

“While I’ve lived nearly my entire life in Connecticut, I’m a dual-national Swiss, so when initially launching the brand years ago, I wanted the name to reflect the exceptional services, quality and efficiency that the Swiss are known for, and this would be the cornerstone of the business I was building,” added Kunzli. “Highly-educated, highly-experienced wellness professionals who offer personalized, quality services meant for results is what Privé-Swiss is known for. Our proximity here in CT to New York City and

Boston, as well as having an Ivy League institution right in our own backyard, allows us access to experienced, professional, caring health and wellness experts who can offer an array of services. Our clients know they can expect the best!”

As part of this rebranding effort, Privé-Swiss will be launching a new brand – Privé-Swiss: The Club – an exclusive private, members-only workout area in its Westbrook facility offering 24-hour private key access to Peloton bikes, an array of state-of-the art luxury Cardio equipment and free weights, as well as unlimited access to steam and infrared saunas, luxury glass rain head showers, a premier locker room and many other complimentary wellness services.

Said Kunzli: “Our clients have expressed over the years their desire for a small, private space to workout that offers high-end equipment, luxurious surroundings and a private atmosphere. While some thrive working out in a large, gym-like setting, our mission with The Club, which will be opening in April, is to meet the needs of this very specific group of sophisticated consumers seeking a more intimate space – a private oasis to focus solely on him/herself.”

The Westbrook facility will be opening an additional 2700 square foot studio this Spring, offering the only heated Barre and Mat Pilates classes in the area.

About Privé-Swiss Wellness

Privé-Swiss Wellness offers comprehensive wellness services for clients through a team of highly experienced holistic and clinical health professionals. With locations in Essex and Westbrook, Connecticut, services include Naturopathic and Chinese Medicine, Acupuncture, psychotherapy, life coaching, massage, facials, body treatments, nutrition services and more.

For more information, visit www.essexwellnessctr.com (rebranded website launching soon).

About Privé-Swiss Fitness

Privé-Swiss Fitness is an award-winning upscale, boutique fitness studio located in the shoreline towns of Westbrook and Branford (The Studio by Privé-Swiss), Connecticut. Specializing in Pilates, Barre and Yoga, the group classes and private sessions are led by experienced and dedicated instructors. The studios’ signature Barefoot Bands classes, only found at our studios, combines Pilates, Yoga, barefoot cardio and resistance training with the use of colored resistance bands suspended from the ceiling. Other unique group classes include Cardio Rebounder, a total body workout done completely on an individual trampoline, Indoor Cycling, Dance, Piloxing and Total Body workouts, as well as the shoreline’s only Pilates Cadillac for private Pilates instruction in Westbrook. Also in Westbrook: a traditional steam sauna and two state-of-the art infrared saunas with Chromotherapy

(light/mood treatment), custom glass-tiled rain showers, fruit infused water and aromatherapy scented towels, as well as Privé-Swiss: The Club, a private, members-only workout area offering 24-hour private key access to Peloton Bikes, Cardio equipment and free weights, as well as complimentary wellness services.

For more information, visit www.fitnessonthewater.com (rebranded website launching soon).

#

Press Contact:

Shelley Kapitulik

Splash PR, LLC

203.898.1501

shelley@splashpr.us

(light/mood treatment), custom glass-tiled rain showers, fruit infused water and aromatherapy scented towels, as well as Privé-Swiss: The Club, a private, members-only workout area offering 24-hour private key access to Peloton Bikes, Cardio equipment and free weights, as well as complimentary wellness services.

For more information, visit www.fitnessonthewater.com (rebranded website launching soon).

#

Press Contact:

Shelley Kapitulik

Splash PR, LLC

203.898.1501

shelley@splashpr.us