



PRESS RELEASE

**VILLA EDEN presents its Total Makeover 2025:
from the expansion of the Eden Health Longevity Spa and the Med Spa
to the Zerobody Dry Cryo to the Phytoalgesiotherapy centre**

The Longevity Private Retreat continues to renew itself, attracting both international and Italian clientele with an accommodation formula that combines luxury, health and pleasure

'Leave me your body for a week and I will give you back your soul'. This is the mantra that inspires Angelika Schmid, owner of **VILLA EDEN** and visionary of luxury hospitality for **Better Aging**. Directing the award-winning Private Retreat in the heart of Merano for more than 30 years, the manager manages this Adults Only Leading Hotel of the World with passion and competence, which has always been at the top of the desires of **bankers, VIPs**, and others. A true spearhead of the most exclusive receptivity in the Belpaese, which flanks the Italian clientele with a growing percentage of international guests (65%) - especially **Germans, North Europeans and Americans** - with a turnover that in 2024 touched 5 million euro and a team of about 80 collaborators.

'For us, the real starting point is the promotion of health: playing ahead is the secret to extending life while preserving the best functional quality and staying fit. That's why our pro-Longevity formula combines curative and psychophysical regeneration programmes in the sign of luxury and holiday pleasures to promote a quality lifestyle that leads to living longer and better,' **Angelika Schmid** comments with satisfaction.

25 exclusive 'adults only' Suites

VILLA EDEN is a Leading Hotel of the World and has only 25 Suites that can accommodate 40-45 guests in total to guarantee standards of excellence and functional luxury that is never an end in itself, with an 'adults only' approach. Prices for the suites start from 300 Euro per person per day up to 1,300 Euro for the Gran Suite, plus health programmes, which include weekly plans starting from 2,950 Euro.

'EDEN's Health: innovation for holistic wellness

'Counteracting the disruptive forces that hinder our cellular balance is the mission of the Longevity Medical Center, which aims to reconcile the well-being of body, mind and spirit, while respecting nature,' explains **Dr. Emanuele De Nobili, Director of the Longevity Medical Center "EDEN's Health"**, an expert in preventive and anti-aging medicine, as well as a specialist in spa medicine. And to do this, Villa Eden offers state-of-the-art, scientifically tested treatments: from ozone therapy to intravenous infusion, rich in vitamin substances that improve physical and mental energy. And then there are the tests to set up personalised remise en forme programmes, with medical check-ups and diagnosis. Finally, there are anti-ageing beauty rituals, the star face programme and training plans with personal trainers. Working alongside Dr. De Nobili are Dr. Dorian Ottavian, who has been a specialist in aesthetic medicine and plastic, reconstructive and aesthetic surgery for over twenty years, and Dr. Christoph Möbius, who also specialises in surgery and aesthetic medicine.

The Total Makeover: from the renovated 'EDEN's Health' to the Phytoalgesiotherapy Centre

After the winter break, VILLA EDEN will reopen from 14 March and welcome its guests with the Total Makeover under the direction of Milan designer Luca Miazzi. There are many new features: from the expansion of the Eden Health Longevity Spa and the Med Spa with an innovative centre for advanced preventive diagnostics and new medical clinics to the Zerobody Dry Cryo - with the regenerating power of controlled cold to reduce inflammation and promote cell regeneration - and the Phytoalgesiotherapy Centre, which exploits the therapeutic properties of water to promote blood circulation, relieve muscle tension, improve metabolism and relax the nervous system. Not forgetting the elegant treatment rooms and the new, refined Spa Reception with lounge. Absolute novelties will be in addition to the state-of-the-art VisioFace check-up, the TrueAge Test (biological age test) and the revolutionary Pharmacogenetics Test. The current renovation follows the major investment of 1.7 million in 2023 for the kitchen renovation, the energy optimisation of the facility and the construction of four new glamorous suites.



Towards a Michelin star

Born in 1979, Neapolitan by birth but Roman by adoption, Executive Chef Marcello Corrado is at the helm of the gastronomic concept of 'The Tasting Room', the exclusive fine dining experience at VILLA EDEN for which the Chef aims to reconfirm his Michelin star. His cuisine focuses on Mediterranean flavours, lightly and tastefully interpreting the best local ingredients, without disdaining virtuous contaminations with Asian and international cuisine.

Also open to those not staying at the Private Retreat, this small gourmet restaurant with only four tables conquers its guests through a five-course multi-sensory journey called 'EDEN Holistic'. A homage to the history of VILLA EDEN with a menu deliberately without bread and without petite four, combining taste and lightness. And it doesn't end there: from the talent and creativity of Chef Corrado also took shape the seven courses of the 'Local Hommage' menu, inspired by the territory to enhance its biodiversity. Finally, the 'EDEN's Park' Restaurant also offers detox cuisine with customised menus, designed to reconcile taste and attention to the silhouette, and with an anti-inflammatory effect. And again: for those who wish to experience refined culinary pleasures, there is also pleasure cuisine, with an extra touch of gluttony.

Not only Pavarotti and Lady Diana: every guest is a Star

Anecdotes and memorabilia recount the illustrious stays of VIPs such as **Luciano Pavarotti** - who used to sleep on black pillows brought from home so as not to soil the Villa's pillows with the burnt cork he used to dye his hair - up to **Lady Diana and Gianni Versace** - and Made in Italy entrepreneurs such as **Marta Marzotto, Rosita and Ottavio Missoni**, and bankers such as **Carlo Messina**, current CEO of Intesa Sanpaolo and **Ana Patricia Botin**, president of Banco Santander. But at Villa Eden, attention to customer needs and strict adherence to personalised treatment criteria make each guest a little Star. State-of-the-art treatments and tailor-made health programmes, designed by Villa Eden's team of experts, achieve results based on personalised goals.

VILLA EDEN in brief

VILLA EDEN was founded in 1982, from the entrepreneurial intuition of Karl Schmid, who decided to transform an elegant private villa into Italy's first 'Beauty Farm'. In 1993 he was succeeded by Angelika, who transformed it into one of the most exclusive Retreat Hotels in the world. Today, Villa Eden presents itself with the extraordinary charm of a Leading Hotel of the World, with only 25 suites, innovative culinary art, excellent wellness and beauty treatments, its own fine cosmetic line, and a medical team that is always on hand. The Italian clientele is flanked by a growing proportion of international guests (65 per cent) - Germans, North Europeans and Americans - with a turnover in 2024 of almost EUR 5 million and a team of around 80 employees. Awarded two Michelin Keys in 2024, Villa Eden testifies to the excellence of a special and memorable stay. An award based on five universal criteria: excellence in architecture and design, quality and robustness of service, personality and character, harmony between price and experience, and the value of the establishment in the local context.

www.villa-eden.com

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