

EMIRATES

emirateswoman.com

WOMAN

UAE DHS25 OMAN RO270 BAHRAIN BD260
KUWAIT KD210 SAUDI ARABIA SR25
OCTOBER 2022
6 291100 749850
A MOTIVATE PUBLICATION

THE PIONEER ISSUE
Changing the Landscape



Globally renowned for a reason, Clinique La Prairie's detox and longevity programmes harness pioneering techniques. CEO Simone Gibertoni explains how the clinic delivers long-lasting results for an optimized life, long-term

WORDS: AMY SESSIONS

What do the first 30 minutes of your day look like, your morning routine? I'm a total morning person. I wake up at 6:30am, I drink hot water with fresh lemon and then I do 20 minutes of transcendental meditation. I read key news, mostly on online newspapers, I'll read the *Financial Times*, the *Wall Street Journal*, and I'll also read a lot of contents related to our business. Then I go to the office. On my way, I like setting my goals and focus for the day. This really allows me to concentrate myself on what's going to be important for the day.

Clinique la Prairie has a long-standing history – do you feel when it was founded it was already ahead of its time? Yes, I do. You know, the industry considers us as the first medi-wellness institution ever. Our founder, Dr Paul Niehans was, himself, recognized as a medical pioneer of cellular therapy. When he opened the doors of Clinique La Prairie in 1931, he wanted to give people longer, healthier and better lives – and, in doing so, he transformed the world of health and wellbeing, focusing on the immune system and on battling ageing. Since then, the clinic has pioneered the science of longevity, making the clinic's reputation for preventative medicine and longevity second to none. We continue to constantly pool strengths in research and science. In recent years, we were the first medi-spa to offer genetic tests, and now also epigenetics.

You're based in Switzerland – how do you think this location helps supports visitors to thrive in the surroundings? Switzerland is well known for its knowhow when it comes to health and has a strong international reputation of excellence. Indeed, it holds a leading position worldwide in innovation and medical technology sectors, with a solid network between research and development, guided by global corporations, universities, experts and highly specialized SMEs.

Besides being a healthy and wealthy country, offering many dynamic opportunities and a good quality of life, it also provides the healthiest open-air arena days in the great outdoors and is simply a "natural beauty". We are also at the forefront of 5-star hospitality. Our cli-

ents highly appreciate this location, its quality of services and its privileged and diversified surroundings.

Can you tell us more about Clinique La Prairie's revolutionary approach to wellness? We call it "Clinique La Prairie Longevity method". It is based on a holistic approach that targets inflammation, slows ageing and boosts immunity using the elements of our 'four pillars' philosophy; medical, nutrition, wellbeing and movement, which forms the foundations of each exclusive programme, from Revitalisation to Master Detox or Healthy Weight. This is made possible by Clinique La Prairie's uniqueness: bringing together advanced lab and genetics tests, longevity science, experts from multiple disciplines and over 50 doctors under one roof. We feed into this interdisciplinary approach, and throughout the guests' stay, we give them a comprehensive overview of their state of health and bespoke plans to foster a unique opportunity to change their cellular environment in a way that will optimize health, ultimately building a stronger body and mind. We also target and lower the inflammatory responses that are linked to genetic predisposition or lifestyle habits such as nutrition or stress, and that can lead to a wide range of complications and diseases. Another essential element of Clinique La Prairie is to always deliver our approach with the highest human touch and a very exclusive environment (only 38 rooms).

Which programme can you opt for and which is the most popular? Clinique La Prairie was founded in 1931 on its still-famous, still-popular REVITALISATION programme. And this is the programme that remains core to our offer. This therapy has evolved year after year, to become today an outstanding one-week holistic programme with major benefits of slowing the ageing process, boosting the immune system and generally upgrading mind and body. It does include advanced regenerating science, nutrigenomic supplements, enhanced nutrition coaching and – wellness wise – far infratherapy that stimulates the body through heat to help activate the immune function. We also think that with today's lifestyle, detox

The Detox



IMAGES: SUPPLIED

“Holistic Health is a manifestation of Clinique La Prairie’s Longevity expertise in a capsule.”

programmes are major, and thus the MASTER DETOX programme is the other popular programme. Stress, food treated with pesticides, overconsumption and demanding situations expose us to a vast quantity of toxins which affect our bodies regeneration capabilities, which can lead to fatigue, digestive problems, allergies or a weakened immune system. Detox removes these toxins and promotes physiological balance. In our MASTER DETOX week, we focus on a Cellular Genomic detoxification protocol, in line with our scientific approach, and as always on individual plans based on the four pillars.

These are two major programmes among our offer, in which other programmes cover extensive goals of longevity, psychological rebalancing, or weight loss for example.

Can you tell us more about how the food is carefully considered at CLP and what foods are not included when detoxing? Our CLP Nutrition philosophy and pillars are based on an evidence-based approach to nutrients that decreases the inflammatory processes by reducing oxidative stress, improving metabolic function and restoring a healthy gut microbiota. A balanced diet is the foundation of all our programmes. Our nutritionists explain to guests the roots and benefits of our philosophy and provide them with tailored advice while working closely with the Chef and his crew to craft every day healthy dishes that are always inspiring and adapted to health and dietary needs. Overall, vegan food is privileged in our detox diet. Speaking about the food not included in the food plan: dairy products, gluten, caffeine, sugar and all artificial sweeteners and preservatives, as well as red meat are excluded. How often should we be looking at a body reset and what can we be doing to optimize the results of these from home in between visits? Every 6 to 12 months, depending on the body and mind levels. Every six months for a detox, every 12 months for a complete reset such as Revitalisation. In order to keep the benefits of the cures in between visits, we encourage our clients to integrate in their daily routine the supplements Holistic Health that we have created especially for this purpose. As a pio-

neer in Longevity science, we wanted to bring our pioneering Longevity science to people’s daily routine at home. In other words, Holistic Health is a manifestation of Clinique La Prairie’s Longevity expertise in a capsule.

Indeed, nutraceuticals coming in addition to healthy nutrition and life balance, will maximize the benefits in the body, promote optimal health and body empowerment at different levels (cognition, liver performance, immunity). The basic supplement that we recommend within our range is AGE-DEFY. It is the most advanced formulation to offer Longevity benefits, and clients who are willing to add another routine on top, depending on their health goals, such as continuing supporting their gentle detox process for example, can add PURITY in their home routine.

How important is bloodwork in defining what treatment is required? In our health programmes, blood works are important to identify unbalanced conditions, deficiencies and needs for treatment or supplementation; and also, to perform tests such as genetics or epigenetics screenings. These are combined with the global condition and lifestyle of the guest, and in some cases previous blood and other tests that are shared with the doctor, to define specific treatments within the stay. How do you balance the creative and commercial sides of the business and do you feel more

drawn to one than the other? Being myself more on the “creative” and “entrepreneurial” side I try to have beside me talented people who are helping me to structure. Over 10 years in consulting helped me to develop this part, which I would “naturally” consider less important, while it is! How have you found social media in terms of supporting brand growth? In today’s world, it is a must. And yes, it can help in raising brand awareness and differentiation. But as a health and wellness reference, we must use it genuinely. Especially in the past three years, we are leveraging social media not only to share more about our expertise and our programmes, but to en-

gage and educate on what is longevity, going into the science of it, giving expert advice on how to manage health or nutrition. One digital initiative we launched and that is close to my heart (and passion!) is a podcast series called “Unlock Longevity Talks”, in which we speak with experts of many fields from genetic, ageing, brain, good living... I think it’s great to help people understand topics related to health research and make them passionate about it. For some episodes, we also partner with freelance US journalist and broadcaster Peter Bowes and its podcast Live Longer and Master Aging, exploring the science and stories behind human lifespan.

How do you approach scaling without compromising on quality? There are some difficult trade-offs in luxury business (such as past vs future; volume vs exclusivity, quantity vs quality). When managing the expansion of Clinique La Prairie (growing now in Longevity Hubs and Health Resorts), we have to think of all parameters of client and health experiences. I think is not possible to stretch it over a certain point. For example, it is impossible to keep our highest level of quality and

service if we have too many rooms/suites (our Montreux wellness clinic has got 38, and that’s why we set a cap at 50 rooms for new resorts). So, you need to take a few steps forward (scaling up) and then stop to eventually adjust and fine tune the experience in its most subtle details until the results is exactly what you had in mind.

Have you had any mentors along the way and if so, what knowledge did they impart? I chose on purpose to spend the first ten years of my working life surrounded by people I could learn from, and I always positioned myself in a deep observation mode to learn what they were doing differently that make them succeed and reach their goals and objectives. I wish to add that books are also a great way to get mentors... even though most of the time they just tell the “nice part of the story”, they are a great source of inspiration, and they have accompanied me during my entire professional career. And of course, still today I love approaching people I admire and share ideas with them.

What advice would you give to your younger self? Don’t worry too much, life will take you where you’re meant to go.

This is The Pioneer Issue – what does this mean to you? In the end the “pioneers” are the ones who are able to ask different questions, who are prepared to endure the discomfort of the uncomfortable answers these questions create, and the difficulty of, sometimes, not being understood by most people.