

APPENZELLER HUUS

European premiere in the spa sector: Appenzeller Huus launches the «L3 – Long Lasting Lifestyle Circle» in the new Quell Spa



Gonten/Zollikon, 5 August 2025 – In autumn 2025, Appenzeller Huus will open its third and flagship establishment – the 5-star superior Hotel Huus Quell. From the end of July, guests – whether hotel guests or external visitors – can look forward to a special highlight. The exclusive Quell Spa will open the doors to its centerpiece: the «L3 – Long Lasting Lifestyle Circle», which is unique in Europe. The innovative longevity concept sets new standards in preventive health promotion and is specifically geared towards cellular regeneration, mental clarity, and sustainable vitality. With the «L3 – Long Lasting Lifestyle Circle», the Appenzeller Huus is positioning itself as a pioneer in curative longevity in a spa context – and as a destination for discerning guests who not only want to relax but also want to invest in their well-being sustainably.

«L3 – Long Lasting Lifestyle Circle» combines a world-first technological innovation, holistic effects, and immediately noticeable results: more energy, mental clarity, cellular regeneration, and sustained performance. To this end, a unique futuristic space has been created at the Quell Spa, where all the equipment is brought together and can be used as part of a guided tour. The longevity innovation follows a structured process in which each application builds physiologically on the previous one – for maximum effect and holistic well-being. «The L3 Circle is more than a wellness experience – it is a structured, measurable path to more energy, vitality, and long-term health», explains Natascha Saar, Spa Manager at Appenzeller Huus. «This allows us to create an offer that goes far beyond classic spa routines».

Five steps to greater vitality: activate, regenerate, transform

The L3 Circle kicks off with a genuine world first in the spa sector: the MCS infrared cabin. This multi-component application combines deep-acting infrared radiation, ionized oxygen, color frequency treatment, and an integrated vibration plate for the first time. This fourfold effect energizes the body and activates metabolic processes. This is immediately followed by whole-body cryotreatment at -110°C. The short stay in the cold chamber acts like a reset for the nervous system, stimulates blood circulation, and has anti-inflammatory and hormone-regulating effects – ideal preparation for the next application in the L3 Circle.

In the third station – hyperbaric oxygen treatment (HBOT) – pure oxygen is supplied under increased pressure. The oxygen saturation in the blood increases significantly, which noticeably improves cell healing, cognitive performance, and blood circulation. HBOT unfolds its profound effect, especially in combination with the previous cold and infrared treatment. The fourth component is the FLOW system – a treatment that improves cardiovascular and venous blood flow, removes lymphatic fluids, improves regeneration, tightens skin and connective tissue, enhances performance, and promotes well-being and relaxation. The entire L3 circuit is



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accompanied by two high-precision diagnostic tools: the SCANECA Body Scanner, which analyses body shape, posture, and symmetry, and the InBody 970 bioimpedance device, which provides data on muscle mass, fat percentage, and water balance in the body. These analyses enable a personalized and data-based application.

Awarded before the opening of Quell Spa: SPA Award 2025

Even before its official opening, Huus Quell was awarded the SPA Award 2025 by Spa Inside for its innovative holistic spa. In addition to the sustainable spa architecture and regenerative high-tech applications, the jury was particularly impressed by the «L3 – Long Lasting Lifestyle Circle», which is unique in Europe. With this, the Appenzell-based Huus is setting new standards for preventive regeneration in German-speaking countries – exclusively and for the first time in this form.

The exclusive treatments offered by the «L3 – Long Lasting Lifestyle Circle», which is unique in Europe, can now be booked starting at EUR 35.00 (CHF 30.00) at www.appenzellerhuus.ch.

About the Appenzeller Huus

At 902 meters above sea level, a contemporary retreat and relaxation destination called “Appenzeller Huus” has been under construction in historic Gonten since 2023. The three-star superior Hotel Huus Bären (20 rooms) and Hotel Huus Löwen (24 rooms) are already welcoming guests. In comparison, the opening of the five-star superior Hotel Huus Quell (30 rooms) with one of Switzerland's most innovative wellness areas is planned for mid-October 2025. In addition to 43 serviced apartments, the new Botanicum Bar, an additional restaurant, and Switzerland's largest wine cellar complement the hotel resort. Investor Jan Schoch's motto, “A Wellness Lifestyle Community,” is emblazoned across the entire project. The gourmet restaurant Bärenstobe welcomes travelers and locals alike, as do the cozy Löwenstobe, Lehnerstobe, Jakob Schlaepfer Lounge, Appenzellerstöbli, and Taverne. In the Schmitte with its cigar lounge and centuries-old vaulted cellar, cellar master Hans Rhyner takes care of the treasures. The Appenzeller Forum in the Löwensaal regularly hosts concerts, readings, and lectures accompanied by sumptuous food and drink. This room, which features a Steinway grand piano, is also ideal for larger parties or seminars.

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Further information

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