



DISCREET RETREAT

Privé Swiss's private rehabilitation centers in California and Connecticut deliver exceptional levels of service, comfort, and discretion to executive clients and their families

A position in the upper echelons of a major company can offer great rewards, but these can also come at a high personal price. With this in mind, Privé Swiss offers bespoke clinical-holistic executive wellness programs in its ultra-private centers in California and Connecticut. These are aimed at successful individuals for whom taking time out publicly for rehabilitation is not an option.

The Privé Swiss approach to treating psychological and emotional issues, stress, and extreme burnout is the result of close to two decades at the forefront of elite rehabilitation. The antithesis of the clichéd celebrity rehab, Privé Swiss offers pampering, immersive treatments that help clients reconnect with their sense of self in complete seclusion. “We are considered the rehab to go to when you don’t want anyone to know you are in rehab,” explains founder and Executive Director Heidi Kunzli.

Programs that work

Treatment programs at Privé Swiss are the result of years of research into what really works for the high-functioning, successful individual. Swiss-American Heidi and her team combine proven Eastern mind-body therapies with US and European psychological treatment techniques, working with one client at a time.

Clients who use Privé Swiss’s services are high achievers for whom discretion, efficiency, and lasting results are essential. Their ethos tends to be “get in, get it done, and get out,” and the tailored, one-to-one therapies on offer are designed to help them achieve just that.

“Most of our clients come to us because they have experienced some sort of crisis while at the pinnacle of their career,” says Heidi. “A crack develops in their life and it crumbles. Outwardly, they can be the picture of success, but internally they are falling apart.”

The Privé Swiss approach is to treat every aspect of the person—from relationship, psychiatric, and addiction counseling, to life coaching and diet and fitness guidance—in tandem with individually structured psychological and holistic mind-body treatments. Together, the team of experts in California and Connecticut has been serving clients since the program was founded in 2001, and each has an average of 30 years of elite professional experience.

Tailored strategies

The comprehensive range of specialist therapies on offer is not designed to overwhelm the client, but allows the team to devise focused strategies for each guest. Tailor-made programs can involve Skype and phone sessions between therapists based in California or Connecticut and clients anywhere in the world. This has the important benefit of affording the client continuing contact after departing the residential treatment milieu.

Privé Swiss has attracted an international clientele since its launch, having taken over from the boutique rehabilitation centers Beau Monde that Heidi founded in 2001, and staff

are acutely sensitive to the status and social and cultural expectations of their clients. “For some world-renowned families, it’s a requirement that they bring staff and protection,” explains Heidi. “They often reserve the entire program during their stay, and we’re set up for that.”

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All clients are treated to understated, five-star, Swiss-inspired levels of service, comfort, and discretion. Building on the proven track record of Privé Swiss’s centers, Heidi and her team are planning to open a number of new facilities. In the meantime, new programs in its existing centers offer clients the ultimate pampering, nurturing environment in which to realign their lives. Privé Swiss gives its clients the tools and guidance with which to transform themselves, while its clinical-holistic approach ensures the effects of a stay are long-lasting and profound.

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