

KERSTIN FLORIAN

PRESS RELEASE

New owner of Kerstin Florian International

KFI Spa Management AB is acquiring the well-known spa and skincare brand KERSTIN FLORIAN INTERNATIONAL

Stockholm, September 10, 2021 – KFI Spa Management AB is acquiring the international company **Kerstin Florian International**, Lake Forest, CA 92630 USA. The acquisition will enhance the company's position as one of the leaders in the spa sector by adding business development and product development of skincare lines. The purchase also enables expansion into more markets.

"I feel very happy that KFI Spa Management AB and its CEO Helena Carlsson are taking over the company. We've worked closely to develop the spa concept since 1989. It feels very secure to hand over the reins to her and know that they will carry on my life's work," says **Kerstin Florian**, the Swedish-born founder and multiple award winner for the innovative Kerstin Florian skincare concept, in an announcement that she is now selling the company.

"It is a great honor that I am now able to develop the company with products and treatments. The entire industry has incredible growth potential, and the Kerstin Florian brand is among the leaders," says CEO **Helena Carlsson**, an established player in the spa industry with many years of experience and great knowledge of what it takes to operate a spa profitably with satisfied, returning guests.

About Kerstin Florian International

Founded in 1978 in the USA, Kerstin Florian International is one of the most renowned skincare lines in the spa industry, built on extensive expertise in natural ingredients and nature's restorative resources, such as mineral water, mud, algae, botanical extracts, and essential oils, and with inspiration from the time-honored spa tradition. Today Kerstin Florian is found at many of the most exclusive hotels and spas worldwide, which have chosen the brand's products and treatments.

About KFI Spa Management AB

The company KFI Spa Management AB was founded in 2006 to further develop the Kerstin Florian spa concept at new and existing facilities in Sweden, Norway, Denmark, Finland, Switzerland, Austria, Spain, and Russia. However, Helena Carlsson began collaborating with Kerstin Florian already back in 1989 at Sturebadet spa in Stockholm. Since 2006 the operations have focused on knowledge

development, offering spa therapist training, a business school for spa operations and a meeting place for retailers and businesses in the spa industry. The company has clear sustainability goals and is ISO-certified in environment and quality since 2010. The headquarters in Stockholm include a training center and recording studio for digital training courses and meetings. The company has 15 employees, all with solid spa competence and expertise. For more information, visit www.kerstin-florian.eu

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