

PRESS RELEASE

From Switzerland to Switzerland: International clinic group THE BALANCE opens health hub in prime Zurich location

- Swiss Managing Director Abdullah Boulad returns to his roots
- Permanent medical team on site
- New Health Hub at Bellerivestrasse 29

(London/Palma/Zurich, October 2024) Swiss-born Abdullah Boulad, founder of the pan-European healthcare group THE BALANCE, is taking his company back to its roots: to Zurich, his former home. Until eight years ago, he was the managing director of a rehabilitation clinic there. His current company, THE BALANCE, is regarded as the most exclusive treatment center in the world and is internationally renowned for treating mental illnesses and addictions at the highest medical level. However, the experienced health entrepreneur Boulad founded this clinic group on Mallorca six years ago in order to be able to treat an international clientele as anonymously and discreetly as possible in a natural environment. And his success proved him right: THE BALANCE Health Group grew in record time from 0 to around 150 employees and hundreds of satisfied customers who are treated in a luxurious environment. With the opening of THE BALANCE Health Hub in Zurich, the entrepreneur is now returning to his home country and significantly expanding the range of services on site - previously only aftercare programs were managed in Switzerland. Now, as part of the international expansion, patients in Switzerland are also being accepted for full treatment. In addition to the individual care of patients in the well-known THE BALANCE program, in which only one patient at a time is cared for in their own villa, the company will also be offering more affordable group treatments with the Cogniful program in future.

World-class medicine for discerning Swiss customers

THE BALANCE has always been characterized by high Swiss standards in terms of medical excellence, evidence-based treatment procedures and outstanding technologies. Abdullah Boulad explains: "We always asked ourselves whether an extremely demanding Swiss customer would be satisfied with the solution, only then would it have a chance of being included in our range," says Boulad, describing his own thinking. "As a Swiss citizen who has spent almost his entire life in Zurich, I naturally always wanted to create a genuine local offering. The Swiss market is attractive for us, as there are many potential customers who know what world-class healthcare services are worth and who are also prepared to pay for them privately. At the same time, we have the situation that for many interested people our THE BALANCE Signature offer is simply too expensive, costing around 400,000 euros per month - so we have now created our Cogniful program, which offers the same holistic approach in a slightly less exclusive setting. This allows us to give more people access to our concept - especially in Zurich," says the founder. The classic clientele at THE BALANCE is a mixture of Hollywood stars, CEOs, entrepreneurs, members of aristocratic and royal families, musicians and other celebrities who all appreciate the discreet treatment away from the spotlight.

Own team on site

In the new Health Hub in Bellerivestrasse in Zurich, the THE BALANCE team is now ready to present its services to customers in person. The company is also already looking after its first customers directly in Zurich. Boulad comments: “Over the past year, we have continuously built up a permanent medical team of doctors, therapists, case managers, nutritionists and service staff in Zurich in order to be able to offer a complete range of services for all types of mental illness from the outset - from addiction problems to eating disorders in young people and serious trauma. We can really help the Swiss,” he says with conviction. As Medical Director of THE BALANCE Health Group, Dr. Sarah Boss is also responsible for patients in Zurich.

THE BALANCE Health Hub is located at Bellerivestrasse 29, 8008 Zurich. Visitors are received by appointment only. In addition to its headquarters in Mallorca, THE BALANCE also has a hub in London. Further information about the company and the treatment programs can be found at <https://balancerehabclinic.de> or <https://balancerehabclinic.com>.

About THE BALANCE:

THE BALANCE is a luxury retreat on Mallorca that specializes in exclusive and discreet rehabilitation measures. The founder and managing director of THE BALANCE is the Swiss entrepreneur Abdullah Boulad (45). With a multidisciplinary team of around 150 doctors, psychotherapists, physiotherapists, personal managers and a whole range of complementary therapists, he has created one of the world's most renowned therapy facilities for addiction problems, mental illness and health issues. Here he offers his clients individually tailored cures in luxurious surroundings. The offer comprises the three pillars of addiction therapy (alcohol, drugs, medication, sex, etc.), mental illness (anxiety disorders, burn-out, depression, trauma and post-traumatic stress disorder) and health treatments (stress, anti-ageing, chronic pain, sleep disorders, etc.). One focus of THE BALANCE's evidence-based medical concept is also the use of the latest scientific and technology-based therapeutic approaches, such as neuro- and biofeedback systems or transcranial direct current stimulation, for which the company is constantly investing large sums in new technologies and medical equipment. The medical director is Dr. Sarah Boss. THE BALANCE is exclusively for private patients. <https://balancerehazentrum.de/>