

KNOWLEDGE

IS OUR INNER



AUTHENTICITY

MADE VISIBLE

STAMPS

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swissôtel

LIVE IT WELL

As much as authenticity is an essence that already is

It takes daily practice and often courage

To pay attention to what is not perfect and safe but genuine and pure

It sometimes even takes a courageous battle

To stand up for what's true and accurate

But when we are our most authentic

Is when we are most believable and trustworthy

It's our very own loyalty and devotion

To what's soulful and real

It's like a warm smile we share with others

That brings our inner wisdom to life

Authenticity connects us - because it's magnetic

#swissvitality