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VICEROY RIVIERA MAYA REVITALIZES SPA MENU WITH NEW SIGNATURE EXPERIENCES & PRODUCT LINES

Riviera Maya, Mexico, May 2, 2012 – The Wayak Spa at the Viceroy Riviera Maya (www.viceroyrivieramaya.com) has enhanced and expanded its menu by introducing Viceroy Signature Experiences and skin-care and body treatment collections featuring two new product lines.

"We are continuously searching for new and better therapies that will enhance the beauty and wellness of our guests," said Spa Director Cinthya Alva. "Our expanded spa menu is filled with exceptional experiences, from rituals adapted from ancient techniques to potent and highly effective new products."

The expanded spa menu is another step in the continuing enhancement and expansion of the resort facilities and experiences. An extensive renovation of the Viceroy Riviera Maya was completed in January 2012, highlighted by the addition of 11 new luxury villas, a beachfront grill restaurant, fitness center, lobby and arrival area, as well as a revamp of all existing villas.

The new **Skin-Care Collection** and **Body Treatments** menu feature the spa's new product lines: Valmont, Swiss skin-care products that meld medical expertise with haute couture, and Decleor, a leader for 35 years in cosmetic aromatherapy.

In the new Skin-Care Collection are:

- Pure Radiance: Aromatherapy Decleor, a customized, deep cleansing facial incorporating a back ritual and hand-blended purification masque.
- **Discovery Valmont**, a therapeutic, hydrating facial with a cream renewing pack to provide hydration, oxygenation, nutrition and repair to skin.
- **Gentleman's Quay**, a restorer of skin well-being based on cucumber, aloe vera, juniper, sandalwood and white tea.

The new Body Treatments, which are the first to use Valmont products in Mexico, are:

- **Riviera Maya Body Ritual**, combining a gentle exfoliation ritual with fruit seeds, spices and essential oils with a ritualized balm massage.
- **Melt into Your Body Ritual**, a deeply relaxing, tension-eliminating signature massage using an aromatic body balm from Decleor.
- **Tropical Sparkling Memories**, a gentle body exfoliation tapping the powers of fruit flowers.

The new **Viceroy Signature Experiences**, which are being introduced at Viceroy hotels and resorts worldwide, include:

- **Iconic Facial**: an anti-aging powerhouse facial featuring Swiss glacial spring water, pure collagen, triple DNA and Valmont skin care.
- **Earth and Air Ritual**: an Amerindian-inspired ritual using incense, sage and heated stones to cleanse the body and free you from negative energy.
- **Black Lava**: an exfoliating treatment inspired by the volcanoes of Sicily highlighted by the use of minerals to nourish and enrich the skin.
- **Viceroy Trilogy:** a three-step massage voyage to remove energy and emotion blockages that hinder your true self-expression.



The Wayak Spa was inspired by the traditions of the ancient Mayans of the region, and **Mayan Traditions** remains the spa's signature collection. Found only at the Viceroy Riviera Maya, these exclusive rituals adopt Mayan healing techniques and utilize many local products such as herbs and honey from the tiny meliponas bees. The resort has its own meliponas hive.

The Mayan Traditions collection includes:

- **Xaman Ek:** South Star Fertility Treatment, a couples massage using an exclusive "love oil" to balance the chakras and reorder energy.
- **Hunan Kab:** Sweet Honey and Rain, a massage performed in jungle rain cabana with herbal bouquets, nurturing compresses and wild honey water drops.
- **Poesia Del Mar:** *Poetry from the Ocean*, an ocean-inspired massage that induces deep relaxation by focusing awareness on the elements.
- Wayak Ritual: Ancient Mayan Massage, a body-realigning massage using a "manteada" blanket stretch while cleansing your energy with special herbs.
- **Twilight Last Gleaming:** an exceptionally therapeutic massage incorporating ancient traditions, a 'manteada' blanket stretch, healing herbs and volcanic clav.
- Kuxtal: Mayan Bath, created for royalty and conducted in a steam room with intense exfoliation using ancient indigenous techniques and milk, honey and herbs.
- **Temazcal**: herbal steam ceremonies purify body and spirit in the new Temazcal, a traditional Aztec steamhouse symbolic of Mother Nature's womb.
- Mayan Kamnikte Ceremony: a traditional Mayan purification and blessing ceremony performed by the spa's shaman.

A Spa Boutique has also been added at the Wayak Spa carrying a wide range of products, from the new Valmont and Decleor brands to local and indigenous products.

The Viceroy Riviera Maya is a serene hideaway of sugary-white sands lapped by the warm Caribbean and a jungle ambiance of ferns, palms and guava trees. The resort merges every luxury amenity with dramatic sea and jungle, bringing together the best of the destination. All 41 villas feature a completely private patio and plunge pool, outdoor shower, and a high-ceiling, thatched-palapa roof that resonates with the jungle environment. Guests enjoy fine dining on the sea-view loft of La Marea, Mexican-Mediterranean fare at beachside Coral Grill, and state-of-the-art workout equipment in the fitness center. The resort has its own pier where guests sunbathe, enjoy massages, savor romantic dinners, and may be conveniently picked up by boat for snorkeling, diving and other excursions. The six-acre resort is on the Caribbean coast of Mexico's Yucatan Peninsula 40 miles south of Cancun International Airport, and three miles north of popular Playa del Carmen, known for its beach scene, restaurants, boutiques and nightlife. Contact Viceroy Riviera Maya at 866-332-1672 or reservations@viceroyrivieramaya.com.

About Viceroy Hotel Group

<u>Viceroy Hotel Group</u> delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in **Abu Dhabi**, **Anguilla**, **Beverly Hills**, **Maldives**, **Miami**, **New York**, **Palm Springs**, **Riviera Maya**, **San Francisco**, **Santa Monica**, **Snowmass**, **St. Lucia** and **Zihuatanejo** with forthcoming openings in Istanbul and Bodrum, Turkey.