



**MAROMA**

A BELMOND HOTEL  
RIVIERA MAYA



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## **MAROMA SPA BY GUERLAIN OPENS: THE MAISON'S FIRST SPA IN LATIN AMERICA**

**JANUARY 2023** – Following Maroma, A Belmond Hotel, Riviera Maya's much-anticipated return in Summer 2023, the newly reimagined property is delighted to announce the launch of brand-new **Maroma Spa by Guerlain**. Now open to guests, this marks **the very first spa by Guerlain in Latin America**, a temple for transformative spirituality. The spa marries the French Maison's wellness savoir-faire with a deep appreciation of nature and vitality offering a

**BELMOND**



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A BELMOND HOTEL  
RIVIERA MAYA

comprehensive menu of exclusive and innovative Guerlain treatments that draw inspiration from Mayan culture, alongside a selection of rejuvenating experiences.

### **LATIN AMERICA'S VERY FIRST SPA BY GUERLAIN**

Founded on the principles of nature and vitality, wellness takes on a new dimension at **Maroma Spa by Guerlain**. Healing rituals are inspired by the four elements of nature: fire, water, earth, and air; ancient practices; and the sacred Melipona bee, revered by the Mayans for over 3,000 years as a symbol of spiritual resonance. One exclusive treatment is the "Bee Healing Ritual", a honey-based treatment renowned for its effective healing powers that calls on Guerlain's Abeille Royale collection.

Guests can also opt for other exclusive destination-inspired treatments, from the Purifying Cenote, a refreshing and moisturizing treatment inspired by the Riviera Maya's mystical cenotes designed to soothe and nourish the skin, to the Talisman of Immunity, a holistic ritual that combines the Black Orchid to defend against aging and the strength of black obsidian, a revered Mexican sacred stone that helps to improve grounding and find balance.

Other holistic wellbeing experiences incorporate the frequency of the buzzing bees and the healing vibrations of sound therapy to stimulate the brain, balance energy, and inspire connection with nature. In addition, guests can opt for "Underwater Meditation" combining gentle movement and singing bowls, an immersive Temazcal ceremony, or even a constellation massage aligned with the cosmos. The spa also includes a selection of daily workshops in mindfulness, movement and yoga as well as its own apothecary where guests can learn how to identify herbs in nature, classify them, and prepare and incorporate them into healing therapies. The Healing Remedies Workshop involves harvesting your own herbs from a traditional Kaánché and learning to make natural balms, scrubs and more using a copper alembic.

"We are thrilled to be Guerlain's first partner in Latin America, further cementing our ambitions for our newly reopened Mexican sanctuary - Maroma, as the beating heart of the Riviera Maya," said Federico Echaiz, Area Managing Director and General Manager of Maroma, A Belmond Hotel, Riviera Maya. "**Maroma Spa by Guerlain** is the perfect synergy of healing experiences celebrating Mayan culture alongside Guerlain's unparalleled expertise in well-being for body, mind, and soul. We are delighted to share our holistic and pioneering wellness approach with our guests."

### **MYSTICAL AMBIANCE SETS THE STAGE FOR SPIRITUAL HEALING**

Led by internationally renowned design studio Tara Bernerd & Partners, the newly renovated space, in harmony with nature, features nine treatment rooms enriched with local design elements such as geometric shapes and artisanal objects, many of which have been bespoke designed by Tara Bernerd & Partners working in conjunction with local artisans. Throughout the spa, guests enjoy direct views of the jungle and an array of earth-tone hand-crafted pots filled with lush greenery, which contrast with the pops of ochre yellow, light blue, and dark red throughout the furnishings. The reception provides an instant sense of relaxation, featuring timber screens for private consultation areas, hand-painted Saltillo tiles, and beautifully carved millwork in traditional Mayan patterns. The treatment rooms themselves feature muted neutrals and warm wooden furniture, enriched with beautiful hues of rich teal blues and greens, and hand-carved onyx stone hand basins.

Spa guests have plenty of tranquil spaces to rest post-treatment, from the calming steam room to the serene garden, which showcases a variety of spiritual trees, some of which feature hidden carvings that lend to the mystical atmosphere of the spa. Abundant with healing plants, the apothecary features bespoke shelves in a rich, mid-toned timber and a floor inset with stones in a pattern of concentric circles, taking inspiration from the hives of the revered Melipona bee.

### **THE REVERED MELIPONA BEE**

Maroma continues its collaboration with Fundación Selva Maya and Mayahuum, helping to protect the endangered Melipona bee, a species critical to the ecology of the Yucatán Peninsula. This collaboration is further amplified with the support of Guerlain, with initiatives such as expanding resident hives to reach at least 100 new hives by 2025, and the introduction of Guerlain's Bee School and "Women for Bees" into the local communities. Both educational programmes are designed to raise awareness of the importance of protecting bees and maintaining traditional know-how, the Guerlain's Bee School caters to children whilst the "Women for Bees" programme to Mayan women, who will raise bees in their respective communities to preserve awareness of the ancient tradition. At the hotel, a trained Mayan beekeeper hosts guest workshops on the significance of the species' survival as well as medicinal and savoury benefits through bee-centric spa and culinary experiences.

**BELMOND**



## MAROMA

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RIVIERA MAYA

Guests interested in experiencing the brand new **Maroma Spa by Guerlain** can also book the following special packages:

- **Maroma Spa Retreat:** An indulgent escape for authentic relaxation and mindful indulgence, this includes luxurious accommodations, two 60-minute body massages at Maroma Spa by Guerlain, daily breakfast at Casa Mayor, and special welcome amenities. This package requires a three-night minimum stay.
- **Celebrate in the Riviera Maya:** For those booking a three-night minimum stay for a romantic honeymoon or landmark birthday, this celebratory package will include luxurious accommodations, champagne and Mexican truffles upon arrival, two 60-minute body massages at Maroma Spa by Guerlain, a three-course dinner on the beach, daily breakfast at Casa Mayor, and daily romantic turndown amenities.

Maroma Spa by Guerlain is now open both to guests and the public daily from 9:00 AM to 9:00 PM. For a full list of treatments, please find the spa menu linked [here](#).

For reservations and more information, please contact [maroma.spa@belmond.com](mailto:maroma.spa@belmond.com).

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### NOTES TO EDITORS

Images of Maroma Spa by Guerlain can be **downloaded** [here](#).

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### ABOUT BELMOND

Belmond was born from a passion for connecting discerning travellers with the world's most remarkable properties, locations and journeys. From hotels and trains to river cruises and safaris, Belmond curates incomparable experiences

BELMOND



## MAROMA

A BELMOND HOTEL  
RIVIERA MAYA

and crafts unforgettable stories. With a legacy spanning over 45 years, since the acquisition of Hotel Cipriani in Venice in 1976, Belmond has grown into a global collection of 47 properties spread across 28 countries and territories. Exceptional destinations connected by legendary journeys are the very soul of Belmond, where the path that brings you to a place is as important as the destination itself. A pioneer of slow travel, Belmond has been operating the Venice Simplon-Orient-Express since 1982. The group later expanded to include pristine beach resorts, such as Maroma on the Riviera Maya, historic hideaways such as Villa San Michele in the Florentine foothills, urbane icons, such as Copacabana Palace in Rio de Janeiro, and gateways to UNESCO world heritage sites, such as Hotel das Cataratas in Brazil's Iguassu National Park. As proud custodians of storied properties, Belmond is committed to building on the past to create a new legacy: the heritage of the future. Working with communities and local talents, together with the world's most respected chefs, designers and artists, Belmond continues its purpose of perpetuating the legendary art of travel. Since 2019, Belmond has been part of the world's leading luxury group, LVMH (Moët Hennessy Louis Vuitton). [Belmond.com](https://www.belmond.com)

INSTAGRAM: [\*\*BELMOND MAROMA\*\*](#)

### ABOUT GUERLAIN

Since 1828, Guerlain has explored, innovated, and perfected its Fragrance, Skincare, and Makeup, thanks to its daring creators of mythic creations with timeless savoir-faire. Drawing inspiration from Nature and Art and with the Culture of Beauty as its signature, the House has been visionary in its holistic perception of Beauty since its founding. As a Parisian House with a rich heritage and the crowning jewel of luxury "à la française" for almost two centuries, Guerlain has also always manufactured its products in its own ateliers, all located right in France.

For over 15 years, the House has placed the conservation of Nature at the heart of its work, guided by the bee — its emblem. Guerlain has dedicated several partnerships and initiatives to protect this precious pollinator within its "Guerlain For Bees Conservation Programme."

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