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**VICEROY**  
RIVIERA MAYA

**VICEROY RIVIERA MAYA'S SPA TAKES GUESTS DEEPER  
INTO MYSTICAL HEALING WORLD OF INDIGENOUS MAYA**

**Riviera Maya, Mexico, September 12, 2017** – From the beginning, The Wayak



Spa at Viceroy Riviera Maya has immersed guests in authentic indigenous rituals and experiences of rejuvenation and well-being. Now Wayak is taking guests even deeper into the mystical healing world of the ancient Maya with the addition of a *K'oben* (Mayan herb kitchen), where the resort's resident shaman creates the ultimate personalized treatments, and a new menu of restorative Mayan experiences brought directly to guests in the privacy of their villa.

Viceroy Riviera Maya's resident shaman, who comes from a long family line of Mayan shamans from the Yucatan village of X-pichil, cultivates and cares for a sacred *Jardin Pak'al*, a garden of healing plants, at the resort. As were his father and grandfather before him, he is a master of the healing properties and uses of the flora of the region. At the new *K'oben*, where he dries and prepares the wide array of herbs from his garden, he conducts an individual consultation with the guest to determine the guest's preferences and needs, and the most appropriate product and treatment. He then creates a completely personalized healing experience for the guest.

"With the new *K'oben* at The Wayak Spa, we have established a closer connection for guests with our Mayan roots that allows them to intimately participate in an authentic, personal healing process with a shaman," said Aristides Carrillo, manager of The Wayak Spa at Viceroy Riviera Maya.

For guests who don't want to leave the comfort of their villa, The Wayak Spa is bringing Maya-inspired treatments to them with a new menu of four in-villa experiences.

*Top' Che* (Body wrap & Aromatic Sea Salt Scrub): This ultra-moisturizing body scrub incorporating a therapeutic scalp massage begins with the application of warmed aromatic oils all over the body to deeply nourish and soften the skin, followed by a revitalizing exfoliation and warm body wrap. The treatment is ideal for pre-tanning and special occasions as the skin is left super hydrated and silky smooth.

Maya Reflexology: The Maya were masters of this ancient art of healing and well-being that connects and balances the body's energy channels by stimulating the reflex points of feet, hands and head.

*IchKiil* (Mayan Rebirth Bath): This bath ritual is a mystic Mayan tradition that represents the cleansing of the soul, mind and spirit, while the body is pampered. Designed to relieve tension and restore after a long trip or tiredness, the journey starts with local rituals and sounds to re-establish the body's natural balance.

Stone Pedicure: Heated stones are an integral part of the Mayan healing and restoring culture. This relaxing experience melts stress and tension by massaging your feet with warm stones and applying a moisturizing treatment.

### **About Viceroy Riviera Maya**

Viceroy Riviera Maya is a serene all-villa hideaway where guests experience true relaxation, gracious villa living, exquisite dining, personalized pampering, healing spa treatments and much more in a stunning ambiance combining lush jungle with a sugary-white-sand beach lapped by the warm turquoise waters of the Caribbean.



The 41 villas offer luxury, privacy and generous indoor and outdoor living space - for a perfect vacation escape. They feature an array of elegant and comfortable appointments including a terrace with lounge chairs, table and private plunge pool, plush 500-thread-count linens, oversized tub and private outdoor

shower, dual sinks, spacious closets, Nespresso coffee maker, Bose radio with iPod dock, HDTV and DVD player.

Among the delights of a getaway to the Viceroy Riviera Maya are refined Mexican cuisine accented with international influences at La Marea, Mexican-Mediterranean dishes cooked on wood-burning grills at the seaside Coral Grill, a palm-fringed lagoon pool, fitness center, day beds at the beach, and a pier where guests enjoy massages, romantic dinners and are conveniently picked up by boat for snorkeling, diving and other excursions. The resort is located 35 minutes from Cancun International Airport, and three miles from the restaurants, boutiques and nightlife of popular Playa del Carmen.

The Wayak Spa at Viceroy Riviera Maya adopts traditional Mayan healing techniques, treatments, botanicals and indigenous products with its exclusive Mayan Traditions signature spa collection, and at the same time celebrates the latest spa techniques and innovations with special treatment collections and programs of revitalization and rejuvenation. The spa staff includes a Shaman-in-residence, who greets arriving guests with a traditional Mayan blessing.

For more information and reservations, contact Viceroy Riviera Maya at 800-578-0281 or [vrn.reservations@viceroyhotelsandresorts.com](mailto:vrn.reservations@viceroyhotelsandresorts.com).

### **ABOUT VICEROY HOTEL GROUP**

Viceroy Hotel Group inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy's vibe-led hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they're looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Dubai, Abu Dhabi, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Chicago, Algarve, Buenos Aires, Istanbul, Panama and Cartagena. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York and Santa Monica, with a forthcoming opening in Serbia. The Urban Retreat Collection properties in San Francisco and New York have an independent spirit and bold, eccentric personalities. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 550 hotels around the world. For more information, visit [www.viceroyhotelsandresorts.com](http://www.viceroyhotelsandresorts.com). Follow Viceroy Hotel Group at [facebook.com/viceroyhotelgroup](https://facebook.com/viceroyhotelgroup) and on Instagram and Twitter @viceroyhotels.