

FRAGRANCE AND PERSONAL CARE

Maroma Spa by Guerlain lands in Latin America

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Guerlain is focused on providing services with ties to the locale, rooting its treatments in Mayan culture at Belmond's Maroma Hotel. Image courtesy of Belmond

By LUXURY DAILY NEWS SERVICE

Opened this month, French beauty brand Guerlain is debuting a new wellness retreat.

The spa concept has landed in Latin America for the very first time, taking to the five-star hotel Maroma Hotel, owned by LVMH's Belmond brand. Melding savoir-faire, Mayan culture and personal rejuvenation in Mexico, the new Maroma Spa by Guerlain offers dozens of treatment options rooted in the four elements: earth, water, fire and air.

"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, in a statement.

"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," Mr. Echaiz said. "We are delighted to share our holistic and pioneering wellness approach with our guests."

Cultural care

Guerlain is focused on providing services with ties to the locale, building its exclusives around Mayan beliefs.

For its Bee Healing Ritual, for example, honey from the endangered Melipona bee is used to exfoliate the face, body and scalp, a practice dating back over 3,000 years.

With a menu spanning more than 50 pages, treatments range from age-reversing facials to massages and other remedies.



Belmond is supporting the Melipona bee population with the help of nearby ecological foundations. Image courtesy of Belmond

The spa was designed by London-based studio Tara Bernerd & Partners, the same team that completed Maroma's renovation last summer ([see story](#)).

Geometric shapes and objects forged by local artisans fill the space, and views of the outside jungle are prevalent throughout the relaxation hub. Reservations can be made by contacting maroma.spa@belmond.com; the Maroma Spa is open daily from 9 a.m. to 9 p.m.

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