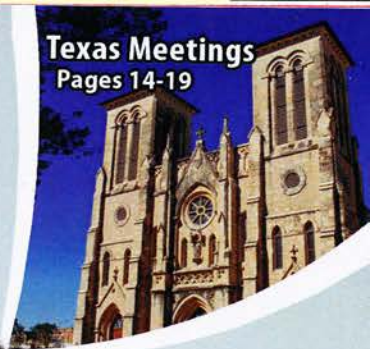


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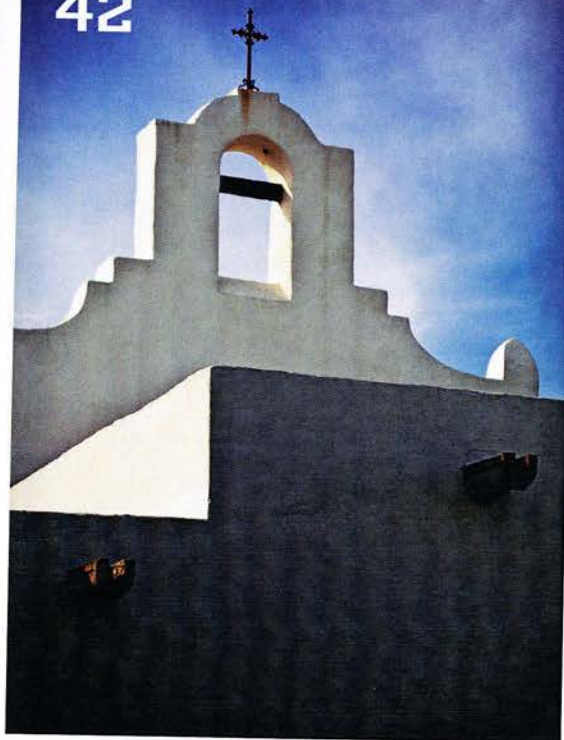
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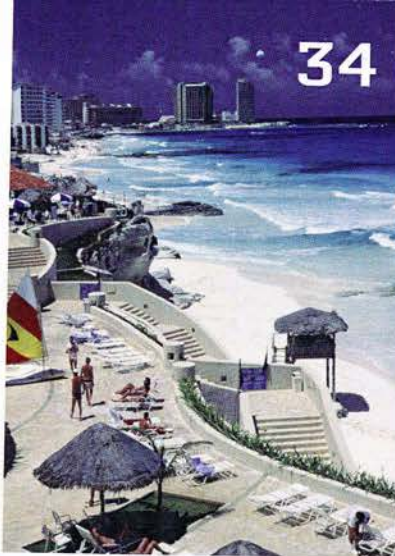


**President Obama's
National Travel &
Tourism Strategy**

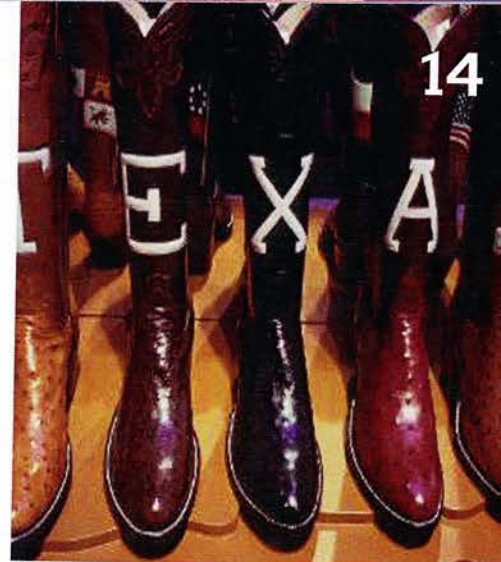
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¡SenSPAcional! Hotel Esencia's Aroma Spa

First Organic Spa in the Riviera Maya Offers Easy DIY Mayan Spa Treatments

Extend Your "Spa-Cation" with Luxury Remedies from Hotel Esencia for the Ultimate In-Home Spa Experience

From holistic rituals to ancient Mayan recipes, Hotel Esencia's eco-luxe Aroma Spa is offering easy DIY spa treatments for the spa enthusiast seeking an in-home escape into paradise. The first organic Spa in the Riviera Maya, Aroma's eco-focus is evidenced throughout with organic, homemade products, an extensive herb garden, and native, chemical-free construction materials including walls colored with a taupe native mixture.

Renowned for providing travelers an escape into the magical realism of the Mayan culture, Aroma celebrates native tradition with a signature Temezcal Mayan Sauna. The indigenous ritual involves a Temazcalera, a specially trained Mayan healer, assessing the needs of the guest's body, mind and spirit



before selecting specific herbs to lay on scalding stones in an enclosed sauna, infusing the air with healing aromatherapy.

The in-home treatments offer simple anti-aging solutions with quick and easy steps using fresh, organic ingredients for the serene feeling of a professional spa treatment.

Pamper Yourself in the Mayan Tradition with Esencia's DIY Treatments

From a nourishing scrub to an anti-aging facial, Aroma is pleased to share ancient Mayan anti-aging and skin purifying treatments and tips to promote overall wellbeing. Treatments include:

Nourishing Hand and Foot Scrub

Ingredients:

- 2 teaspoons of honey
- 3 tablespoons sugar
- Juice of ½ to 1 lemon (depending on size)

Directions:

1. Mix the ingredients in a bowl
2. Gently exfoliate the skin with the scrub
3. Let the scrub sit on the skin for 5 minutes
4. Wash with water
5. Apply replenishing cream

Anti-Aging Facial

Ingredients:

- 1 cup yogurt
- 1 tablespoon of oats
- 1 tablespoon honey
- Splash of Rosewater (available at a pharmacy)

Directions:

1. In a bowl mix the yogurt, honey and oats
2. Massage the mixture onto the face
3. Leave it on the skin for 5 minutes
4. Remove the mixture with cool water
5. Apply rose water with a cotton pad
6. Apply your favorite facial cream



One-ingredient Anti-Aging Solutions

Tomato: The sumptuous fruit helps to prevent wrinkles and reduce the appearance of existing ones.

Directions:

1. Remove the seeds and peel
2. Grind the tomato in a bowl
3. Apply tomato on affected areas of your face
4. Leave it on for 15 minutes before removing it with fresh water.

Olive Oil: The perfect product to bring out your skin's youthful glow.

Directions:

1. Massage the face with olive oil for a minute at night after cleansing
2. Remove excess with cotton

Hotel Esencia is a luxury hotel estate along the best beach in the Riviera Maya, just 20 minutes from Playa del Carmen, Mexico. For more information about Hotel Esencia and its spectacular spa packages visit www.hotelesencia.com or call (877) 528-3490.

