

# THE BETSY SOUTH BEACH

## **The Betsy South Beach Debuts New Spa Treatments and Wellness Therapies**

*Miami Hotel Takes Inspiration from Cultural Traditions With Global Menu Of Wellness Rituals*

**Miami, FL October, 2011** – One does not need to journey to faraway lands to experience a realm of the exotic. At [The Betsy South Beach](#), you can dig your toes in warm sand, swim in cerulean-hued waters, and unwind to wellness rituals which have drawn upon ancient methods and pure ingredients from cultures around the world. Making use of such ingredients indigenous to their regions such as mineral rich sea salts from the Middle East and all natural botanical oils from Peru, [The Betsy's Wellness Garden](#) carries on the tradition of massage techniques and therapies which have been practiced for thousands of years. You can experience not only the sun and sand, but immerse yourself in a number of new rituals designed to remedy stress while rebalancing the body, mind, and spirit in a serene scene.

**The Inca Treatment (\$225)** sources Omega 3 from Peruvian Inchi for a facial where the essential oil works to awaken your psyche, renew cells and quench dehydrated skin. Peruvian coco scrub exfoliates away dead skin and draws out impurities. The Dead Sea has been an acclaimed wellness destination for thousands of years, and **The Dead Sea Salts, Body Treatment (\$200)** revitalizes, as salts and a fusion of seven oils stimulate circulation, exfoliate and restore the skin to its natural pH balance. This treatment contributes to the FoEME's (Friends of Earth Middle East) Dead Sea preservation efforts, which promotes drinking water accessibility in the region.

From the Far East, **Wei's Facial (China) \$160** Chinese Traditional Medicine has a 5,000-year history, and Ginkgo Leaf has long been used for its age-repairing ability. As the core ingredient in this reparative facial, the Ginkgo's amino acids will brighten your skin, provide an instant tightening effect, bringing back moisture and improving elasticity. A Pradabhyanga foot massage from **Sweet Dreams (India) \$120** is the ultimate in "soul" therapy. Performed in the comfort of your room you can be drawn into a deep sleep, and be invigorated with a feeling of overall wellness as you awake the next day.

For more information about The Betsy's wellness garden and for a full list of treatments please visit <http://www.thebetsyhotel.com/amenities/spa-and-wellness-garden>. To book a wellness ritual, or inquire on rooms and rates, please call 1.305.531. 6100.

### **About The Betsy**

Dramatically poised alongside its Art Deco neighbors, [The Betsy](#) is a distinguished landmark hotel on Ocean Drive. Believing that public spaces can be more than waiting areas, the recently transformed hotel has been uniquely recognized by global patrons and media for programs that champion the power of community by cultivating the sights and sounds of art, music and literature. The Betsy's 61 rooms and suites are private, beachside havens where sensory details, imaginative amenities, and inspirational design coalesce to produce an unparalleled experience in South Beach. Relaxed, tropical interiors are elegant yet maintain an aura that is passionately low-key. A courtyard pool sits off of the airy lobby, and provides a more intimate retreat from the coastline. The Deck at The Betsy, an expansive rooftop with sweeping views of the Atlantic offers a Wellness Garden with a range of treatments and massage

therapies. Specialty cocktails and light fare are offered at the exquisite lobby bar, or one may prefer fine dining at Laurent Tourondel's new take on the modern American steakhouse, BLT Steak. The Betsy is a member of Small Luxury Hotels.

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