

From: [Redacted]
Subject: FW: Glowcations in Aruba: Where Skincare Meets Paradise
Date: Friday, February 6, 2026 8:50:09 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)

Hi [Redacted],

Please see below for our Glowcations in Aruba pitch spotlighting skincare offerings on island, which was sent out on 1/29, to 44 journalists.

Let us know of any questions!

Thanks,

[Redacted]

[Redacted]

From: [Redacted]
Sent: Thursday, January 29, 2026 11:49 AM
To: [Redacted]
Subject: Glowcations in Aruba: Where Skincare Meets Paradise

Hi [Redacted],

Hope you're well! Are you by chance working on any articles focused on spa treatments or skincare while traveling right now?

Skincare-focused travel is an emerging trend, with nearly [80% of global travelers saying they're open to a "glowcation"](#) – travel that prioritizes skin health and restoration.

From aloe-based rituals using fresh Aruba aloe and Korean "better than Botox" facials to physician-led treatments and personalized wellness concierge programs, the island's leading resorts are a truly skincare-focused escape.

Would this be a fit for any upcoming coverage? Below you'll find more information on standout glowcation experiences across the island, and you can download hi-res images [HERE](#).

Thank you,

[Redacted]

GLOWCATION SKINCARE EXPERIENCES	
JOIA Aruba by Iberostar (Spa Sensations)	
	Glowcations at JOIA Aruba center on restorative



spa rituals and aloe-based traditions. Spa Sensations highlights include the Aloe Vera Calming Wrap, using fresh Aruba aloe to soothe sun-exposed skin and Earth and Ocean Experiences by Babor, which combine exfoliation, antioxidant-rich masks, and specialized massage techniques to restore hydration, firmness, and luminosity from head to toe.

Guests can also enjoy a complimentary Aloe Vera Scrub Making Workshop where guests create a custom body scrub with a local expert.

[Bucuti & Tara Beach Resort Aruba \(Purun Spa\)](#)



Skincare at adults-only Bucuti & Tara is deeply personal and holistic, guided by certified Wellness Specialists and a dedicated Wellness Concierge. At Purun Spa, nature-driven treatments harness Aruba aloe, salt air, and pure water to restore radiance. Signature offerings include the Aruba Aloe Facial, Coconut Milk and Aloe Wrap, and Manual Lymphatic Massage, alongside physician-led skincare treatments and IV therapies through partner Cosmedica Aruba. Guests can extend their glow with luxury Korean skincare from the Seráfina boutique.

[Aruba Marriott Resort & Stellaris Casino \(Mandara Spa\)](#)

At the Aruba Marriott Resort's Mandara Spa, a fan favorite treatment is the Aloe and Milk Bath Wrap, which delivers cooling hydration with aloe gel and nourishing milk to soothe sun-stressed skin. Recent spa renovations introduce refreshed interiors, new saunas and steam rooms, and an expanded outdoor relaxation area with a hot tub, cold plunge, and lounge seating.



Hilton Aruba Caribbean Resort & Casino (Eforea Spa)



Hilton Aruba's Eforea Spa offers glow-forward treatments focused on hydration and repair. The Tropical Oasis Body Protocol combines a coconut sugar scrub, mango enzyme wrap, body oils, and a hydrating facial for head-to-toe radiance. Advanced options include the TheraGlow Facial, which pairs botanical skincare with TheraFace PRO technology for visible toning, lifting, and refreshment.

Hyatt Regency Aruba Resort Spa and Casino (ZoiA Spa)



Glowcations at Hyatt Regency Aruba revolve around ZoiA Spa, inspired by the island's natural elements. Skincare highlights include a customized Deluxe HydraFacial with targeted boosters and LED therapy. Full-body rituals range from Island Breeze—featuring coconut oil massage and pineapple scrub—to ZoiA Balance, pairing a Dushi Massage and aloe-based Dushi Facial for lasting hydration and glow.

Renaissance Wind Creek Aruba Resort (Okeanos Spa)

Recently renovated Okeanos Spa introduces oceanfront spa covers on the resort's private island for open-air treatments. Skincare offerings include



the Fountain of Youth Wrap, blending local aloe with tropical fruits, marine collagen, polypeptides, and retinol to hydrate and firm. Guests can also experience the Korean Better Than Botox Facial, focused on lifting, oxygenation, and smoothing fine lines.

The St. Regis Aruba Resort (The St. Regis Spa Aruba)



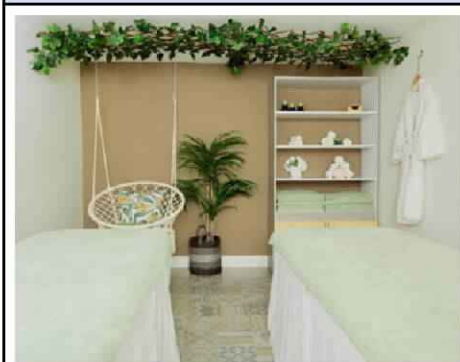
The St. Regis Aruba elevates glowcations through luxurious, results-driven rituals. The Golden Ritual features Omorovicza products, gold-infused scrubs, Hungarian Moor Mud, and traditional facial massage to illuminate skin. Additional facials, including Instant Youth and Blue Diamond Fitness, target firming, smoothing, and restored radiance.

Manchebo Beach Resort & Spa (Spa del Sol)



Manchebo Beach Resort & Spa's Spa del Sol focuses on repairing and soothing sun-affected skin. The Volcano Mud Body Wrap uses mineral-rich Colombian volcanic mud to stimulate circulation and exfoliate, while the After-Sol Aloe Cooling Wrap blends fresh aloe, cucumber, and essential oils for calming post-beach recovery.

Radisson Blu Aruba (Verde Renacer Spa)



Radisson Blu Aruba's Verde Renacer Spa offers a skincare-centered wellness journey emphasizing hydration and glow. Treatments include HydraFacial services for instant radiance and Casmara facials targeting hydration, brightening, firming, and anti-aging, each customized to support skin vitality and recovery.

This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.

