

Viceroy Zihuatanejo Sets a New Bar for Wellness Retreats

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Viceroy Zihuatanejo has become the precedent-setting wellness hub of this popular destination with the launching of an unparalleled, multi-faceted program to create happiness, health and wellness while on vacation. ‘A Way to Wellness’ is directed by

Edward A. Taub, M.D., a wellness pioneer and leading authority of the discipline, whose Wellness Medical Institute developed “The Wellness Solution” based on Nobel Prize science. (<http://www.edwardtaubmd.com/>).

“The goal of ‘A Way to Wellness’ at Viceroy Zihuatanejo is to help participants manage stress, which is the major problem of our times,” said Dr. Taub. “The program guides guests to happiness, health and wellness by enabling them to enjoy a more active, vibrant and rewarding lifestyle.”

The components of the program are mindful meditation, healing spa treatments, hatha and aqua yoga, exercise, sports and beach activities, along with cooking classes and healthy cuisine that emphasizes fresh fruits, vegetables and fish – served with spectacular sunsets, candlelight dining and uplifting music by the beach at Viceroy Zihuatanejo. Each component helps pave the way to wellness.

A key to the success of A Way to Wellness is nitric oxide, an odorless gas molecule found everywhere in our body. Dr. Taub is the co-author of the best-selling book “The Wellness Solution” with Dr. Ferid Murad, who won the Nobel Prize in Medicine for discovering that nitric oxide is our body’s “signaling” molecule that determines whether we stay healthy –or not. “Our collaboration led us to discover that nitric oxide is our spark of life or our natural healing force. It is the molecular basis of wellness, Prana or Chi. And the best way to stimulate nitric oxide production in our bodies is to follow the components of the ‘A Way to Wellness’ program at Viceroy Zihuatanejo.”

Viceroy Zihuatanejo, a chic getaway on Mexico’s Pacific coast, is the perfect complement for Dr. Taub’s wellness program because of the resort’s emphasis on a healthy, vibrant lifestyle – from water sports, tennis and an air-conditioned fitness center, to fresh, healthy cuisine prepared with natural, locally sourced ingredients, to an array of beneficial classes such as yoga and Tai Chi – combined with the unsurpassed skills and training of the Viceroy staff who conduct, teach and direct the many activities and classes offered.

Dr. Taub coordinates with key staff members – including the executive chef, yoga and meditation instructors and spa therapists – to certify them as wellness practitioners under the auspices of his Wellness Medical Institute. He visits Viceroy Zihuatanejo periodically to personally conduct seminars and lectures to help guests attain health, happiness and wellness.

“A health-conscious, wellness lifestyle is being practiced and ever-more actively pursued by a growing number of people,” said General Manager Martin Kipping. “And with ‘A Way to Wellness’ guests don’t have to leave their healthy lifestyle and values behind when on vacation. To the contrary, our program is an opportunity to deepen their commitment to good health and mindfulness, and increase positive results.”

Guests can get the most out of the program with the Viceroy Zihuatanejo’s A Way to Wellness package for two people, available through Oct. 31, 2016, starting at \$395 per night for a newly renovated Deluxe Room, or from \$485 for a Lagoon Suite. For more information about A Way to Wellness and for reservations: toll-free 866-905-9560, vz.reservations@viceroyhotelsandresorts.com
www.viceroyzihuatanejo.com