

INSIDER'S GUIDE TO
SPAS

Luis Arturo Aguilar Named Spa Manager at Rancho La Puerta

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LUIS ARTURO AGUILAR



Rancho La Puerta welcomes Luis Arturo Aguilar to its roster of wellbeing experts as the property's new spa manager. In his new role, Aguilar will oversee the property's three health centers within the 4,000 acres of private gardens, mountains, and meadows on which **THE RANCH** is located, as well as manage a robust team of health and fitness experts. Aguilar will also lead Rancho La Puerta's signature personalized wellness consultations, helping to curate personalized holistic experiences and itineraries to best suit the needs of each guest.

"We are thrilled to welcome Luis to our family of globally inspired and diverse wellness experts," said **ROBERTO ARJONA**, CEO and General Manager of Rancho La Puerta. "His passion and enthusiasm for the industry is unmistakable, and his constant quest for further knowledge is truly inspiring. As a practitioner, leader, mentor, and learner, we are certain that he will continue our innovation here at The Ranch and enable us to stay at the forefront of industry trends, practices, and offerings."

Aguilar looks forward to integrating more traditional Mexican ceremonies and rituals into the Ranch's spa treatments.

Aguilar brings with him a breadth of knowledge culminating from nearly 20 years of professional experience and an unwavering commitment to being a life-long learner and true wellness practitioner. Beginning his journey as a successful tennis player in the second division in the International Tennis Federation, Aguilar developed a great interest in Manual Physical Rehab, a type of kinesiology, driving him towards pursuing further education in a number of specialty developmental schools and programs such as the Osho Meditation Resort in India, Sowa Rigpa Tibetan Monastery in Nepal, Holistic Clinical School from the Faculty of Kinesiology at the University of Alberta Canada, and the School of Hospitality at Cornell University. This extensive educational experience coupled with standout spa and managing director positions at a number of highly acclaimed spas such as the Sheraton Buganvilias, Esencia Luxury Boutique Resort Xpu-Ha Riviera Maya, the St. Regis Resort in Punta Mita, and the Royal Hideaway Playacar Resort has ultimately led Aguilar to becoming the world-class spa manager he is today.

Aguilar joins the renowned **RANCHO LA PUERTA** team with certifications in Massage Therapy Reflexology, Janzu Aqua Massage and Thai Massage, and as a practitioner of Osho-style active meditation, Chinese cups, and Tibetan Moxibustion. He also practices Mexican Temazcal, or Royal Aztec sweat steam bath, as a man of fire in the House of Ameyalli Calpulli, who follows the red path, representing the link between all the native indigenous cultures from Brazil to Canada. Aguilar looks forward to integrating more traditional Mexican ceremonies and rituals into the spa treatments, expanding the property's use of herbal and essential oils, and solidifying Rancho La Puerta as the prolific and storied wellness leader that it has become for future generations.