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THE RITZ-CARLTON, SOUTH BEACH INTRODUCES #APRESBEACH A CHIC AFTER SUN SOCIAL HOUR

SOUTH BEACH, FLA. –JANUARY 28, 2016 – [The Ritz-Carlton, South Beach](#) unveils a post-tanning social hour appropriately named #AprèsBeach. Guests will gather after their day at the beach or pool at the Starr bar, as the sun sets over the Atlantic Ocean, to revel, relax and bask in their South Beach glow.



During #AprèsBeach, guests will be introduced to the hotel's exclusive Aloeologist. The Aloeologist will hand-craft an After Sun Elixir, using aloe, Mother Nature's organic sun relief remedy. The Elixir will be presented in a mini keepsake bottle for guests to use on their sun-kissed skin. The natural mixture of fresh aloe gel and lavender is applied to the skin, sits for 10-minutes and is rinsed off with water, offering a cooling, refreshing sensation.

The Aloeologist will also curate aloe-infused cocktails that offer an array of benefits including detoxification, immune system support, lowering of cholesterol, lowering of blood sugar and aiding in digestion.

Miami Beach Sun Care products, the official and exclusive sun care product line of Miami Beach, will also be offered for guests to sample at #AprèsBeach. The unique products incorporate elements of the sea, with the sun protecting properties in their formulas. These are the same products used by Miami Beach Lifeguards to protect their skin as they patrol the sandy shores of South Beach. As part of the products commitment to giving back to the community, a portion of all proceeds of the Miami Beach Sun Care products go towards beach cleanup efforts and sun protection education.

Feel the warmth of #AprèsBeach @ Starr Bar.

For additional information visit ritzcarlton.com/southbeach or call (786) 276-4006.

About The Ritz-Carlton, South Beach

The Ritz-Carlton, South Beach is an oasis of luxury and bliss located in the epicenter of South Beach - The restored Art Moderne building in Miami's famed Art Deco district exudes an air of modern sophistication and refined elegance. The resort features 375 newly-renovated guest rooms that draw inspiration from the azure waters of the Atlantic Ocean, Miami's golden sandy beaches and the vigor of South Beach. The Ritz-Carlton, South Beach lies on Miami's most famous beach and is located just steps from Ocean Drive and Lincoln Road - a 10-block pedestrian esplanade with world renowned shopping, dining, nightlife and people-watching. Its centerpieces include the only Ritz-Carlton Spa featuring exclusively La Maison de Beauté Carita, a multi-million dollar art collection, The DiLido Beach Club – the only oceanfront restaurant on South Beach, VIP oceanfront cabanas, 24-hour Fitness Center, grand ballroom, meeting rooms, and elevated outdoor pool overlooking the Atlantic Ocean. For additional information about The Ritz-Carlton, South Beach please call (800) 241-3333, the hotel directly at 786-276-4000, a travel professional or visit The Ritz-Carlton web site at www.ritzcarlton.com.

About The Ritz-Carlton Hotel Company, L.L.C.

The Ritz-Carlton Hotel Company, L.L.C. of Chevy Chase, Md., currently operates 89 hotels in the Americas, Europe, Asia, the Middle East, Africa, and the Caribbean. More than 30 hotel and residential projects are under development around the globe. The Ritz-Carlton is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award which recognizes outstanding customer service. For more information, or reservations, call toll free in the U.S. 1-800-241-3333, or visit the company website at www.ritzcarlton.com.