

Riviera Maya's First PURE Allergy Friendly Rooms

PURE Rooms Mexico and Hard Rock Hotel Riviera Maya offer Allergy Friendly Rooms at the all-inclusive resort removing up to 99% of pollutants in select rooms.

PULASKI, NEW YORK, USA, November 17, 2015 /EINPresswire.com/ -- PURE Rooms Mexico—the exclusive distributor of PURE Room in the country— and Hard Rock Hotel Riviera Maya recently teamed up to offer [Allergy](#) and Asthma Friendly Rooms with their patented, 7-step purification process at the all-inclusive resort removing up to 99% of pollutants in select rooms.

PURE Room uses a patented seven-step process specifically treating all soft and hard surfaces, and purifying the indoor air to greatly reduce allergy and asthma symptoms.

The seven purification steps include:

1. Sanitization of the in-room air conditioning units.
2. Maintenance of the sanitized air with tea tree oil, an organic disinfectant.
3. Thorough cleaning of all soft surfaces with PURE Clean to remove dirt, bacteria, mold and other allergy triggers.
4. Use of a one-time shock treatment to remove any lingering odors, leaving air crisp and fresh to the senses.
5. Application of PURE Shield, a unique spray-on barrier to the room to prevent bacteria growth.
6. Placement of a HealthWay (Class II Medical/FDA listed device) [air purifier](#) in each room to maintain purified air; this removes up to 98 to 100 percent of viruses and bacteria.
7. Installation of waterproof mattress protectors and pillow encasements, providing a barrier against [dust mites](#) and allergens.

PURE Global's Chief Operating Officer, Antony Papageorgiou oversaw each PURE Room's transformation noting, "PURE Room has found in Hard Rock Hotel Riviera Maya, the finest partner for showcasing our program in one of the world's most cosmopolitan resort areas. We are very honored to provide Hard Rock Hotel Riviera Maya with PURE Rooms offering the ultimate in guest comfort and indoor experience to the hotel's discerning guests. These new PURE Rooms are Rooms to Rock On, indeed!"

"We are pleased to be the first Hard Rock Hotel, and the first hotel in the Riviera Maya region to offer PURE Rooms to our guests," stated Chadi Bou Said, General Manager of Hard Rock Hotel Riviera Maya. "Our guests are sophisticated travelers who are always looking for the next best thing in travel, and we pride ourselves on delivering nothing short of a world-class experience."

Located just off the azure waters of the Caribbean Sea, Hard Rock Riviera Maya offers the ultimate vacation for guests of all ages with both the adults-only and family friendly resort experiences. With a combined 1,264 ultra-posh and lavishly appointed guest rooms boasting balcony, terrace views or



Hard Rock Hotel Riviera Maya now offering Allergy Friendly Rooms

new, expansive sky terrace options with picturesque views, hydro tubs in each room, world-class shopping and endless style, Hard Rock Hotel Riviera Maya is nothing short of the ultimate crowd-pleaser. Complete with expansive outdoor pools and private beach, this all-inclusive escape offers nine world-class restaurants boasting epic eats, eight bars and lounges, in addition to 88,915 square feet of state-of-the-art meeting and event space ideal for elegant banquets, themed parties, weddings, concerts and more. Hard Rock Hotel Riviera Maya offers several youth-friendly components including HIT Entertainment's Little Big Club, Teens Lounge & Club, snorkeling and kayaking for an unparalleled adventure. In addition, the "resort within the resort," adults-only section Heaven, includes the Hard Rock signature Rock Spa® with 75 treatment rooms, four restaurants and three sophisticated bars and lounges, including a premium service nightclub.

Pure Rooms Mexico, is the country's official distributor of PURE Global, with offices in Cancun and México City.

PURE Global—patented and award winning PURE Allergy Friendly Room application, answering the rising global demand for best allergy filter to achieve clean, fresh, allergy-friendly indoor environments. PURE Global is dedicated to setting the bar for improved indoor anti-allergy air quality through intensive research and innovation giving hotels the opportunity to make the PURE indoor environment available to their loyal guests.

About All Inclusive Collection

The All Inclusive Collection spearheads sales and marketing efforts for luxury resort properties throughout Mexico and the Caribbean, including Hard Rock Hotel & Casino Punta Cana in the Dominican Republic (the world's first all-inclusive Hard Rock Hotel) and five Mexico properties including Hard Rock Hotel Cancun, Hard Rock Hotel Vallarta, Hard Rock Hotel Riviera Maya, Hard Rock Hotel Los Cabos (set to open in 2018), and Hard Rock Hotel Riviera Cancun (set to open in 2018). These six properties are owned and operated by RCD Resorts under licensing agreements from Hard Rock International. RCD Resorts exclusively contracts the All Inclusive Collection for the sales and marketing of its all-inclusive Hard Rock Hotels. The All Inclusive Collection offers a one-of-a-kind, "all day, all night, all-inclusive" vacation experience, and has expanded its portfolio into Mexico and the Caribbean with new luxury properties that continue to shift the sands of all-inclusive. For additional information, visit www.hrhallinclusive.com.

Press release courtesy of Online PR Media: <http://bit.ly/1YeQTbS>

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