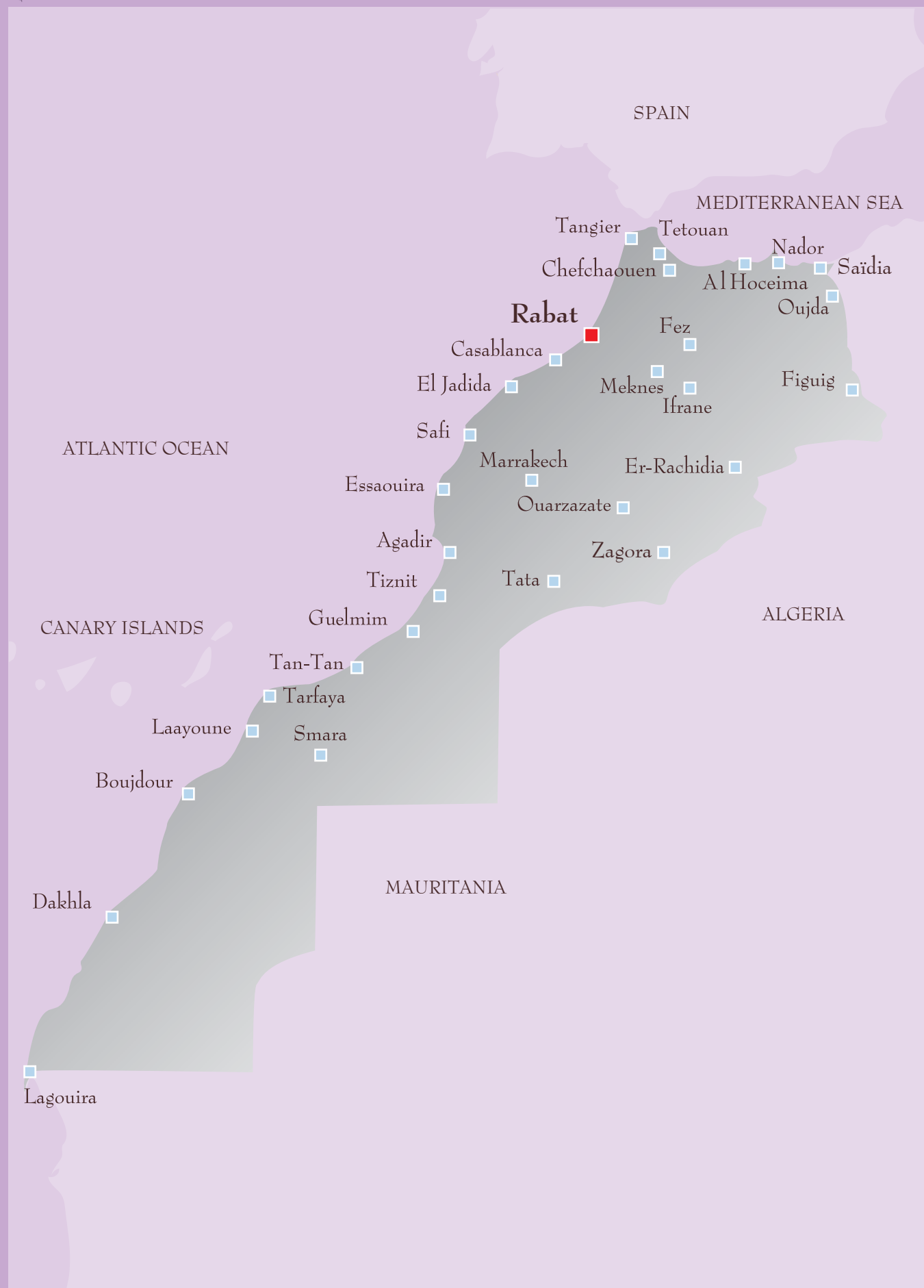


Wellness  
IN MOROCCO





## Wellness



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## Editorial



*Well-being and  
relaxation in elegant  
surroundings*

### Welcome to a world of beauty

Morocco is the “well-being” destination par excellence – a land with an age-old tradition of beauty, relaxation and body care, to which its Moorish baths, or hammams, bear emblematic witness, spiriting away the stresses and strains of everyday life in a haze of delicately eucalyptus scented steam and under the expert hands of their masseurs.

Traditional know-how is complemented by a range of other effective techniques, to offer cures based around thalassotherapy, balneology and balneotherapy, a combination of ancient and modern dispensed in bewitching surroundings. The quality of the cures themselves is further enhanced by that of the natural products employed, such as argan oil and flower waters, now recognised throughout the world for their cosmetic and curative properties.

Give in to temptation, and treat yourself to a truly unforgettable experience!



## Something for everyone



*The diversity and authenticity of the Kingdom's landscapes – irresistible invitations to the traveller!*

Just three hours' flight from the major capitals of Europe, Morocco offers its visitors a chance to really get away from it all – a whole new world and an infinite variety of sensations to experience. With the Mediterranean on one side and the Atlantic on the other, the Kingdom boasts an extraordinary diversity of landscapes. Wandering the streets of its historic medinas,

trekking in the Atlas Mountains, or simply lazing the day away on a sun-soaked beach – whatever takes your fancy, it's there waiting for you!

Despite being a modern country, Morocco has lost none of its ancestral traditions and historical heritage, preserving its unique identity while developing a full range of quality infrastructures.



## Discovering a world of serenity



*A sophisticated cuisine inspired by local produce*

There are a thousand and one ways of taking good care of yourself here. By treating your body to relaxing massages, purifying skin care or soothing baths. By rediscovering the joys of good eating, with delicious natural cuisine prepared from the finest local produce. By

making the utmost of the open air, the radiant sunshine and the mild climate. Or simply by taking the time to sit back and chat with newfound friends over a glass of mint tea. Taking care of yourself is what well-being Moroccan style is all about.





## The hammam, an art of living



*The hammam is a ceremony all to itself, both in preparation for and performance of its rituals*

The origins of the hammam may reach back to Greco-Roman antiquity, but it has become a cultural institution in Morocco. A magical setting within the tadellakt and zellij adorned walls of which reigns an atmosphere like no other, veiled in heat and steam. Moroccan women gather there every week, combining a good gossip with ritual body care.



The bath is an ideal spot for forgetting the stresses and strains of daily life. The steam opens up the pores and gets rid of toxins, purifying the body and soothing the mind. Total relaxation!



*The hammam – a unique atmosphere and all the benefits of an age-old tradition*



Hammams are equipped to provide a whole range of body and beauty care, immersing body and mind alike in intoxicating languor. Soft-soap scrubs, rhassoul body wraps, rose or orange-blossom water facial masks, massages with essential oils, moisturisation with argan oil – so many delicately dispensed options, leaving you relaxed and invigorated from head to toe.

In every town you visit, each district has its own hammam, as do most hotels. And there's never been anything better if you want to take good care of yourself and experience real relaxation. Heavenly!

# Health by the sea



*Thalassotherapy in Morocco – top-quality treatment, a complete change of scenery, and a perfect climate*

## Waves of well-being

With its 3000 kilometres of Atlantic and 500 kilometres of Mediterranean coastline, Morocco has everything you need to provide top-quality thalassotherapy, combining age-old tradition with state-of the art technology and staffing its centres with qualified and experienced personnel. And with a pleasant climate all year

round, the Kingdom can help you get back on top form any time of year from January to December! Whether you're by the Mediterranean in Tetouan, or by the Atlantic in Casablanca, Essaouira or Agadir, you'll find everything you're looking for and more!



*Essaouira*



# Caressing waters to rekindle the senses



Morocco's balneotherapy centres are renowned for their warm welcome and state-of-the-art equipment

**The many benefits of balneotherapy**  
The balneotherapy centres located in Casablanca, Marrakech, Fez, Agadir and other of the Kingdom's major towns are famed for their modernity, their warm welcome and their state-of-the-art equipment. All the pleasures water can provide are on tap here – massages under affusion, aquagym sessions, hydromassage baths and hydrojets among a host of others... Before or after giving birth, to help you stop smoking, lose weight or sleep soundly again, to relieve back pain or simply as a beauty cure, there's nothing like balneotherapy to take effortless good care of body and mind alike.

**A historic spa**  
The hot springs at the spa town of Moulay Yacoub are a rare natural phenomenon, renowned for the properties of their sulphurous waters, which gush forth at a temperature of 54°C from a depth of over 1500 metres. The resort is located in pastoral surroundings a few kilometres northwest of Fez, and both Henry de Montherlant and André Gide made good use of its amenities in the early 20th century. It boasts ultramodern, luxurious infrastructures that have recently been fully renovated to comply with international medical balneology standards. A relaxing setting where you can enjoy a full range of treatments and leave all those little aches and pains far behind you.



Relax under the masseuse's expert hands

## The pleasures of the spa

Spas have become increasingly popular in Morocco in recent years, offering a whole range of services making good use of quality natural products and dispensed by expert hands. From aromatic massages to facial care to baths to body scrubs, a unique sensory experience that is everything you could wish for.





## The essentials of beauty



*In Moroccan households, flower waters are obtained by traditional methods of distillation*

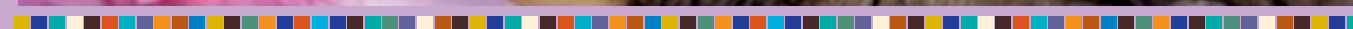
### Rosewater

This precious distillation is produced in Kelaa M'Gouna, in the aptly named "Valley of Roses". The village moussem, held there every May to celebrate the harvest and the transformation of the blossoms into scented water, gives visitors a chance to look around cooperatives, watch harvesting in progress in the early hours of the morning, and enjoy the traditional entertainment that accompanies the festivities – and, of course, to witness the election of "Miss Rose". Rosewater, with its moisturising, smoothing and toning properties, is indispensable to feminine beauty and suitable for all types of skin.



### Orange-blossom water

Orange-blossom water is a sweet-scented gentle distillation that has been in use as a perfume since time immemorial. Its soothing properties make it equally ideal for use in the kitchen, where it is used to perfume food and drink, or as a facial cleansing lotion. As an essential oil, orange blossom is nothing less than sheer sensorial delight, the perfect remedy for a case of nerves, and its relaxing properties as massage oil are undisputed.





# The essentials of beauty



*Kohl used by peoples of desert is also used by Moroccan women to highlight their eyes*

## Poppy red

They call it “Akar el Fassi” (“Fez Red”) – perhaps because the Middle Atlas region is filled with fields of the poppies from whose petals the powder is made. It is sold in small bottles or terracotta jars, and Moroccan women use it for tinting their hair.



## Irresistible eyes

Does a woman exist who is not familiar with kohl as a cosmetic, highlighting the eyes and endowing its wearer with a bewitching allure? Nowadays, the product can be found on the shelves side by side with top-brand face powders and lipsticks, but in bygone days it was also prized for its antiseptic properties. The powder is obtained by grinding galena, a mineral extracted from mountain rocks. Applied between the closed eyelids with the aid of a little stick, natural kohl produces that enticingly mysterious look that no man can resist.





# The essentials of beauty



*Used in the hammam, rhassoul brings silky smoothness and lustre to skin and hair alike*

## The secret of silky skin

Rhassoul is a natural clay that has been used for hair, facial and body care throughout North Africa ever since the Middle Ages. Its name is derived from the Arabic word “ghassala”, which means “to wash”. Rhassoul is produced in Morocco alone, with the world’s only known deposits lying alongside the Middle Atlas Mountains. It is rich in oligo-elements and mineral salts, and has well-testified purifying and smoothing properties. Mixed with water, it makes an excellent shampoo, and combining it with rosewater or honey produces a moisturising and purifying facial mask. A hypoallergenic substance, it is suitable for all skin types, even the most fragile.

## Soap as gentle as a lover’s caress

Soft soap is a 100% natural product, owing its dark amber colour to the black olives used to make it. It is ideal for use in the hammam, for taking baths or for body-scrubs. Smooth and creamy in texture, it is known for its relaxing, smoothing properties, literally caressing the skin back to perfection!



*Rhassoul*



# The essentials of beauty

## Henna, a plant out of paradise

Henna is obtained from drying the leaves of the henna plant (*Lawsonia inermis*) and reducing them to a fine olive green powder, to which hot water is added to produce a thick paste. The product is used for making up hands and feet, and also to treat and dye the hair.



*Henna, the “Plant of Paradise”, marks the highpoints of Moroccan life*



## Beauty and symbolism

Moroccan tradition accords henna major symbolic value, and the product is an essential feature in ceremonies marking the major stages in life – birth, circumcision, marriage, and finally death itself. Creation of henna motifs is the work of highly skilled women known as “hennayates”. Henna is not only used to produce intricate temporary tattoos, but is also a medium for full-scale works of art. Many artists use it to decorate goatskins, canvases, candles and light globes. In brief, henna – the “plant from paradise” – has become an essential part of everyday life in Morocco.





## Argan oil : an elixir of youth



*From harvesting to pressing, every stage of production is carried out by hand, to produce an oil renowned for its countless benefits*

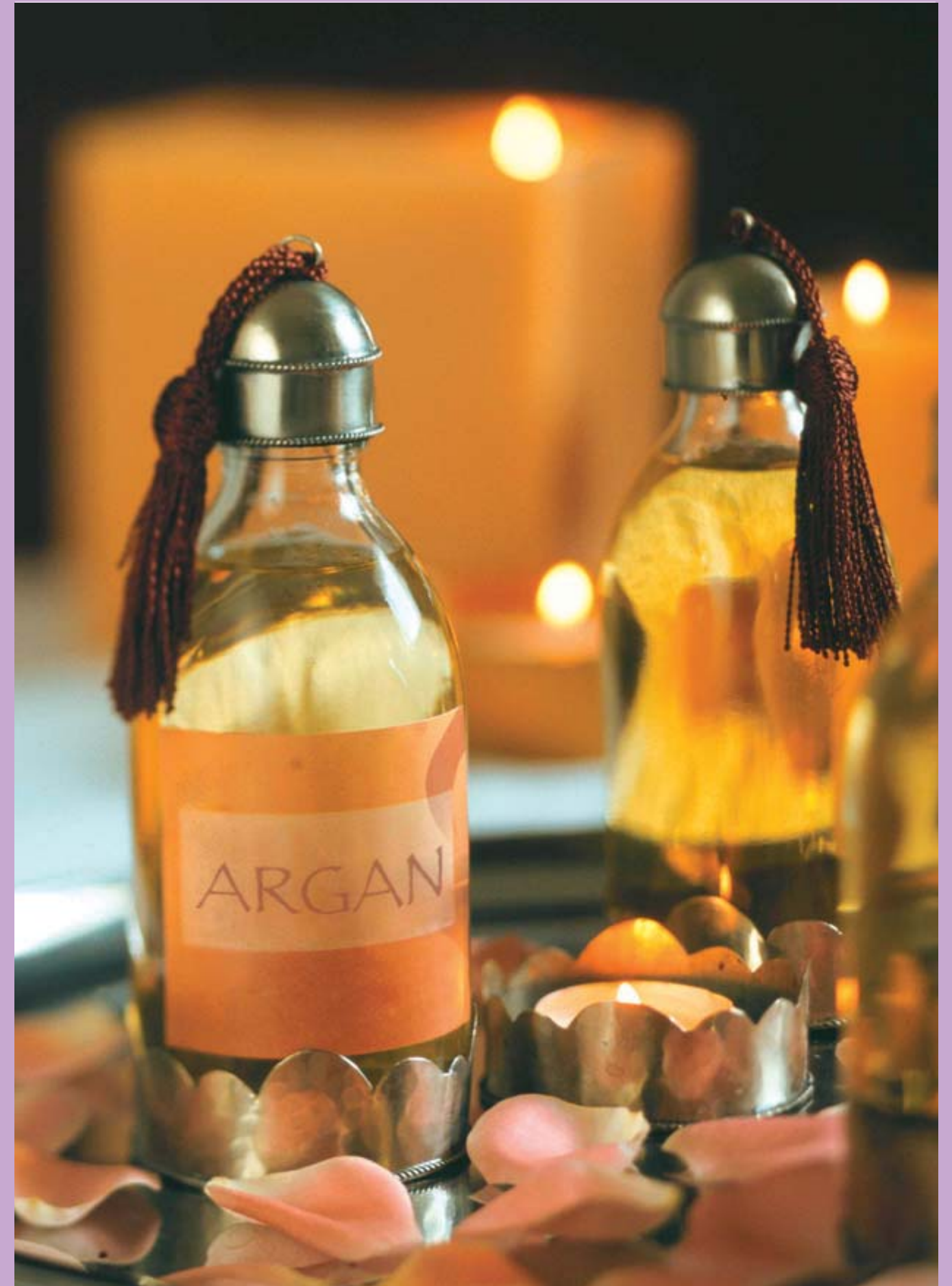
The whole world envies Morocco for its argan trees. The thorny, short-trunked plant is endemic to the Kingdom, and only grows along the coastline of the Souss Massa Draâ area in the Agadir region. Its fruit is on the UNESCO World Heritage list, and contains the nuts which produce the precious argan oil, long known among the local people for its cosmetic and nutritive properties.

### Some truly remarkable qualities

Rich in essential Omega 6 fatty acids and in vitamin E, argan oil possesses major antioxidant properties, combating ageing of the skin and contributing to its regeneration. It is used for hair,

body and skin care and also for massage, while in the kitchen, its hazelnut flavour goes perfectly with salads and sweet dishes. Its remarkable nutritive qualities are far superior to those of extra-virgin olive oil.

The oil's scarcity is also due to the largely traditional production processes still practised. In women's cooperatives, it takes between 10 and 12 hours and some 70 kilos of ripe fruit to extract a single litre... You can acquaint yourself with the ins and outs of this extraordinary art by visiting one of the argan oil production cooperatives and witnessing the age-old methods of extraction for yourself.





# Plants that cure and hands that sooth



*Natural recipes for staying beautiful are handed down from mother to daughter*

## Age-old recipes for well-being

Anchored in tradition, herbalists have always kept shop in the Kingdom's souks and medinas. Whether to cure or to beautify, plants are an essential part of everyday life here. Just have a look around the nearest open-air market – you'll find sticks of souak (black walnut bark) to whiten the teeth, verbena leaves to help the digestion, wormwood (chiba) to strengthen the constitution, and countless other plant preparations for countless purposes...

Morocco is blessed with a rich variety of flora, and its precious essential oils, delicate flower waters and natural beauty products

are secrets handed down from generation to generation, essential features of traditional hammams and modern spa centres alike.

What takes your fancy? A eucalyptus steam bath? A seaweed or rhassoul and rosewater body wrap? A massage with mint, thyme, eucalyptus or lavender essential oils? A white clay and honey facial mask? The oriental touch and age-old Moroccan know-how, adapted to Western beauty and body care treatments, will spirit away all the tension and toxins in the twinkling of an eye – so go ahead and treat yourself, you're in good hands!



# Land of a thousand contrasts



Get your strength back and discover new worlds in the process – Morocco has something for everyone

Taking time off to explore new worlds can't be bad for you either! Mountains, deserts, oases and seas - in Morocco, nature abounds in all its forms, taking on fresh allure with each changing season. The thousands of kilometres of coastline along the Atlantic and Mediterranean have been particularly blessed, and a whole range of nature parks and reserves awaits your discovery.

## The wonders of nature

The North is a region of contrasts par excellence. The turbulent waters of the Atlantic meet the calm warm seas of the Mediterranean at the cosmopolitan city of Tangier, and the endless beaches of fine golden sand that adorn the coastline are sheltered by steep cliffs. The luxuriant forests



of the Rif give way to high open plains, and big cities to tiny villages perched high up on their hillsides... a remote region whose many natural wonders – waterfalls, caves, isolated creeks and great lakes – are well worth going out of your way to discover

## A birds' paradise

Close to Agadir, the nature park at the mouth of the Souss and Massa rivers provides a perfect ecosystem for flamingos, cranes and bald ibises, an endangered species that has found new hope for the future here. And the aptly named "Paradise Valley" is just next door – a few kilometres north of Agadir, on the road to the Imouzzzer waterfalls, nature reigns supreme, and has gone out of her way to treat visitors to a dazzling spectacle featuring every colour under the sun.



A night in the desert beneath star-studded skies – what better way to get away from it all?



## On the white trails of the South

The High Atlas Mountains lie just south of Marrakech, and reach a height of 4167 metres above sea level. In winter you can ski on their slopes knowing there's a sun-bathed swimming pool waiting for you just a few kilometres away! Landscapes here are of breath-taking grandeur, perfect for excursions at whatever time of year.

Further south, beyond Ouarzazate, you come to the threshold of the Sahara. Its dunes can stand up to 150 metres high, as in Erg Chebbi. Here again, the contrast between the rocks and sand of the endless desert and the lush greenery of its scattered oases is astonishing, and makes for some unforgettable trekking.



## Feasts for all five senses



*From the famous kasbahs of the south to the shadowy streets of the medinas, the beauty and diversity of Morocco's architecture never fails to surprise and delight*

### Culture on call

Music festivals, artistic encounters and traditional moussems are on the agenda throughout the year, whichever region of the Kingdom you happen to find yourself in. Major events include the Marrakech International Film Festival, which brings together stars from all over the world to pay well deserved tribute to the 7th Art. The month of December sees actors, directors, journalists and artists walking the red carpet to award the Gold Star to the year's best film. The red city glitters with sequins, and the international jet set flocks to its gates to party. The Fez World Sacred Music Festival has been singled out for praise by UNO for its major role in promotion of dialogue between cultures and religions, while in Rabat, the annual Mawazine Rhythms of the World Festival draws huge audiences, with such top names as Stevie Wonder, Alicia Keys and Kylie Minogue on the bill.



### The art of building

Moroccan architecture has always been renowned for its richness and diversity, and for the quality of the noble materials employed in its creation (zellij, marble, tadellakt, stucco and wood). It is an original synthesis of Arab, Andalusian and Berber influences - but top honours must go to the master craftsmen who have transformed their know-how into a true art form, examples of which are now to be found all over the world. Such artists are expert in the production of carved and painted woodwork, sculpted marble, multicoloured ceramic marquetry and sculpted plasterwork. The greatest monuments are often founded upon religion, such as the Qarawiyyin Mosque in Fez, the Koutoubia in Marrakech, and the medersas (Bou Inaniyya in Fez and Ben Yousouf in Marrakech). History has also left the Kingdom with its legacy of ancient city walls, kasbahs (fortified enclaves), palaces, necropolises and tombs.



*In Morocco, hospitality and fine cuisine go hand in hand*

### Pleasing the palate

True well-being is also a matter of good eating, and in Morocco you couldn't be better served! After all, it's not just by chance that Moroccan cuisine is famous throughout the world. It is in the image of the country that created it – warmly welcoming, generous, colourful, full-flavoured, subtle and richly varied, taking on fresh tones and savours with each region. Morocco's cuisine reflects the Kingdom's long and complex history and the different peoples who have made it their home.



Tajines and harira come from the Berbers, and dates, milk, cereals and bread from the Bedouins, while the Moors introduced olive oil, almonds, fruits and herbs, and the Arabs brought in spices – not forgetting the British, of course, who introduced tea into the country in the 18th century! More than enough delicious traditional dishes – and, of course, of those famous pastries that only Moroccan women know the secret of – to keep the most demanding of gourmets satisfied!



# Out in the open air

## Getting into the swing

In Morocco, golf is the queen of sports and the Kingdom attracts players from all over the globe. Its most emblematic course, at Rabat's Es-Salam Royal Golf Club, which hosts the annual Hassan II Trophy, is world-famous for its beauty. But it's far from being the only one! All the major cities boast courses designed by such international specialists as Robert Trent Jones, Jack Nicklaus and Cabell B. Robinson, and laid out in unique natural settings. Some lie alongside the ocean (El Jadida, Mohammedia, and Agadir), while others border the Mediterranean (Cabo Negro and Saïdia) or the snowy slopes of the Atlas (Marrakech). All of them make the utmost of Morocco's astonishingly varied landscapes and the all-year-round mildness of its climate (Tangier, Bouznika, Casablanca, Fez, Meknes and Benslimane).

## The Sea, the Sea!

The calm waters of the Mediterranean are a paradise for water sports fans of all persuasions. Sailboating, catamaraning, diving

to explore the realm of the dolphins, waterskiing, jetskiing or sea kayaking – there's something to suit every taste. The Atlantic coast is perfect for surfing in all its forms – surfboarding, kitesurfing, sailboarding and sand-yachting enthusiasts can have the time of their lives on the endless white sandy beaches that adorn it from north to south. And if you're a sports fishing buff, you'll have the opportunity to practise your skills to your heart's content, and to acquaint yourself with the many varieties and species of fish that swim its waters.

## Off into the wild

Whatever region you find yourself in, there will be a wide variety of excursions to choose from. Walkers can take their pick from rambles through oak forests, giddy trails to the peaks of the Atlas Mountains, or arduous treks into the endless desert, while riding enthusiasts, beginners and old hands alike, can explore the beaches, the open countryside or the mountain slopes – an ideal way to discover the wonders awaiting you off the beaten track.



Parachuting, trekking, canyoning, climbing, kitesurfing – more than enough thrills to keep the most ardent sensation seeker happy!





# Dream accommodation and top-of-the-line centres



*Luxury, comfort and well-being await you in all the Kingdom's hotels*

## Quality service

Morocco combines its legendary hospitality with top quality accommodation in line with the strictest international standards. Whether you choose to stay in a hotel or in a riad (traditional Moroccan residence), you will be enchanted by the elegance of the architecture, the quality of service, and the warm welcome you receive. Most have well-being centres at your disposal, offering the very latest in technology without losing the traditional Moroccan touch – a perfect blend of luxury, comfort and, of course, well-being!



The centres at Tamuda Bay on the Mediterranean coast and at Casablanca, Essaouira and Agadir on the Atlantic are among the many top-of-the-line destinations for those seeking to take advantage of the sea and its many benefits. Inland, such cities as Fez or Marrakech are ideal for balneotherapy or spa holidays.

In Morocco, true relaxation, the pleasure of taking good care of yourself, bewitching surroundings, and natural local products renowned the world over, will make your holiday an experience to treasure for all time.





## Information and useful addresses

### Entry formalities

A valid passport for a stay of less than 90 days is required. An identity card may suffice, depending on country of origin, if the trip is organised by a travel agency for a group of over 8 people. A visa is required for some nationalities – enquire at a Moroccan consulate or diplomatic representation in your country. No specific vaccinations are required for entry into the Kingdom of Morocco. If you are bringing your pet along with you, however, you will need to be able to produce an anti-rabies certificate less than 6 months old.

### Changing money

Moroccan currency is the dirham, made up of 100 centimes. Foreign currency must be exchanged at banks or other accredited establishments.  
Website : [www.oc.gov.ma](http://www.oc.gov.ma)

### Time zone

Morocco is in the Greenwich time zone, and time is G.M.T.

**Climate:** Morocco enjoys a temperate climate, thanks to its Atlantic and Mediterranean exposure and the shelter provided by the Rif and Atlas Mountain ranges.

**Weather forecast :** [www.meteoma.net](http://www.meteoma.net)

**Language:** Classical Arabic is the official language, but Moroccan dialectal Arabic is spoken for everyday purposes, as is Tamazight (Berber), spoken in the Rif, the Atlas and the Souss, and varying from region to region. The most common foreign language spoken is French, followed by Spanish and English.

**Electricity:** 220 volts

### Emergency phone numbers:

Police 19  
Fire Brigade 150  
Directory enquiries 160  
Road safety services 177

**Rail network:** Express trains are fast, comfortable and air-conditioned.

**Moroccan railways:**  
[www.oncf.ma](http://www.oncf.ma)

**Air network:** Air transport is provided by “Royal Air Maroc”, “Jet4You” and “Al Arabia”, as well as by major international airlines. Morocco has 27 airports, 15 of which are international (Casablanca, Tangier, Rabat, Salé, Laayoune, Agadir, Marrakech, Oujda, Fez, Al Hoceima, Ouarzazate, Essaouira, Tetouan, Errachidia and Nador).

**Port network:** Morocco currently has 30 ports making up a comprehensive network. Passenger traffic is mostly handled by the port of Tangier on the Straits of Gibraltar and Nador on the northern coast.

### Moroccan National Tourist Office

Angle rue Oued El Makhazine et rue Zellaqa – Agdal – Rabat  
Tel : 212 5 37 67 39 18/67 40 13  
Fax : 212 5 37 67 40 15  
[bo@onmt.org.ma](mailto:bo@onmt.org.ma)  
[www.visitmorocco.com](http://www.visitmorocco.com)







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