

# LAS VEGAS SUN

## Latin Grammy Gift Lounge is a wealth of riches for the rich and talented

Justin M. Bowen

By [John Katsilometes](#) • November 5, 2009

You might not know the company that claims to be “the originator and leader of luxury argan oil-infused hair products” is Moraccanoil. But it is, and that company, along with high-end marketing company Distinctive Assets, is responsible for some of the more audacious gift-giving in the history of awards shows this evening for the Latin Grammy Awards.

The show is set for Mandalay Bay Events Center at 5 p.m. and will air on the Latin cable channel Univision.

According to the official Distinctive Assets news release, part of the Talent Gift Lounge perk package bestowed upon this year’s on-air talent (presenters and performers) are gift bags stuffed with such items as \$350 worth of Moraccanoil products, \$2,000 in spa services from HealthCare Partners Medical Spa, couture eyewear from Kay Ungar New York and the Phoebe Collection, Soy Delicious Moisturizing Candles, homeopathic remedies from Hyland’s, **Wooloot sport watches**, Cha-Cha ChiC custom T-shirts, Oxygenetix foundation, an array of AXE Instinct products, an ensemble from the MuscleFlex “Premiere” Vata Brasil activewear collection and a deluxe Vegas entertainment package for shows, restaurants, clubs and more courtesy of Las Vegas public relations agency PR Plus.

It’s enough to make you want to learn the tambora.

