



## What's in the bag? Latin Grammy celebs score swag

By [Xania Woodman](#)

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gifts offered for the Latin Grammy talent inside the Latin GRAMMY Talent Gift Lounge presented by MoroccanOil.

Photo: Justin Bowen

Lash Fary knows what the celebs want...need...crave—even before they do. And he gives it to them. For free. Fary's niche celebrity product placement company Distinctive Assets elevates celeb swag from mere baubles and trinkets to a cavalcade of earth-friendly, socially responsible, health conscious products while maintaining the level of luxury the stars have become accustomed to.

Celebs at the 10th annual Latin Grammy Awards had three days and three chances to visit Fary's suite and make off with a signature wheeling duffel bag full of goodies, although on November 5, the whole production reportedly had to be relocated as the backstage gifting suite became Eva Longoria-Parker's dressing room. In its new home at TheHotel, the elevators were staked out by rabid fans armed with camera phones and an insatiable thirst for hot, Latin pop stars.

A deluxe Vegas entertainment package courtesy of PR Plus and including The Cupcakery cupcakes are some of the many *In the bag:*

**-MoroccanOil hair care products.** Ultra-light Argan-infused oil makes the strongest silk out of unmanageable, thick, brittle, and even curly hair. The celebrities received a posh, white leather weekender tote packed with MoroccanOil serum, curl cream, hydrating cream, glimmer shine (for that Latin Grammy green carpet gleam), shampoo and conditioner, hair masks and styling tools. As if Giselle Blondet and Kany Garcia need any help looking gorgeous... [moroccanoil.com](http://moroccanoil.com)

### [Latin Grammy's Gifting Suite](#)

**-Cha-Cha Chic Latina-inspired lightweight burnout tees.** Chihuahuas, margaritas, guitars... Following the Grammy's, designer Kathy Garcia's Latin flair will be all over Mexico. [shop.cha-chachic.com](http://shop.cha-chachic.com)

**-Oxygenetix foundation and moisturizer.** Oxygenetix not only covers up recent cosmetic procedures such as chemical peels and surgery, but also encourages and accelerates healing time. Rita Rudner arrived photo-ready for the Latin Grammy's wearing hers. [oxygenetix.com](http://oxygenetix.com)

**-Xstatic energized, stabilizing bracelets.** With a piece of charged metal sewn right into the colorful leather band, Xstatic will instantly tune into those hot celebrity bodies and create stability. Johnny Bench is an owner! [xstaticenergy.com](http://xstaticenergy.com)

-**Soy Delicious moisturizing candles.** One hundred percent soy candles are soot-free, carcinogen-free, last longer and melt at a lower temperature. Dip a spoon into the melted pool of deeply fragrant soy oil for a heavenly moisturizer. Dulce de Leche was the first to run out so the members of Calle 13 and Cirque de Soleil had to make do with 17 other scent choices. Smokin' hot actor Aaron Diaz selected Tahitian Orchid, so now you know what he smells like. Mmm mmm good. [soy-delicious.com](http://soy-delicious.com)

-**Nouveau men's and women's sunglasses.** Celebs snatched up multiple pairs of sunglasses by Kay Unger, Phoebe Couture and Umbro. Aaron Diaz and Spanish pop star David Bisbal will be eluding the paparazzi from behind their new Umbro aviators. [nouveaueyewear.com](http://nouveaueyewear.com)

## **Latin Grammy's Gifting Suite**

-**Wooloot skateboard-inspired watches.** The lightweight, flexible, waterproof jelly watches are perfect for working out and look great in multiples. This time around, the gentlemen stuck to pairing black and white, while the ladies generally layered white, coral pink and turquoise blue. [woolootsport.com](http://woolootsport.com)>

-**Hyland's homeopathic remedies.** With strong sales in the Latin market, 160-year-old homeopathic remedies company Hyland's put together the ultimate *Botiquin de hogar* (health kit) for the Latin Grammy's celebrity tots, which included teething tablets and remedies for sniffles and sneezes, coughs and colds. George Wallace took one to help care for his children, ages two and five; David Bisbal for his wife, who is expecting in February; Rita Rudner for her seven-year-old, Latin pop star Luis Fonsi for his nine-month-old, and merengue singer Johnny Venture for his 14—count em!—grandchildren. [hylands.com](http://hylands.com)

-At the **PR Plus gifting station**, celebrities were loaded up with a Best in Las Vegas package, which included a VIP tour of Dirk Authur's in-home tiger habitat; dinner for four at Hash House A-Go-Go; dinner at BB Kings at the Mirage; a two-night stay at The Palms; tickets to see George Wallace; Cupcakery cupcakes, and much, much more.

-**Axe Instinct body spray.** A new fragrance by Axe, Instinct brings together the perfect intersection of leather and rock and roll. But at the Axe fragrance creation station, Beto Cuevas, Dulce Maria and Eugenio Derbec combined essential oils of pink pepper, honey tonka and Madagascar vanilla to the Instinct base to create their own signature scent. [theaxeeffect.com](http://theaxeeffect.com)

And as every truly luxurious gifting experience has to end with something over the top, Glendale, California's **HealthCare Partners Medical Spa** gifted celebrities with a \$2,000 poker chip redeemable dollar for dollar in med spa services like Dysport, the hot new Botox alternative. Luis Fonsi accepted the chip on behalf of his wife, who he said, will love it. [hcpmedicalspa.com](http://hcpmedicalspa.com)