



There's Nothing Wrong With Getting Your Kids Hooked on Hotel Toiletries, Is There?

There's nothing wrong with getting your kids addicted to **hotel toiletries** while they're young, is there? Like six months young? Because that's probably what we're doing with own spawn after a stay at the **The Trump Soho**.

As part of their TrumpKids program, babies get not just a tricked out crib complete with a soft blankie, a stuffed elephant, a rubber duckie and a bib (emblazoned with TrumpKids logo) but also a travel kit of **Lather Baby** products. Lather toiletries are found in hotels all over (particularly JDV Hotels) but this was the first time that we've seen Lather Baby and indeed, it looks like the Trump Soho is the only hotel to carry them. Ooo, not just any toiletries, exclusive toiletries! Ok yes, obviously we care more about this than the kids.

Given that Ivanka Trump just had a baby girl, it's no surprise that Trump is trying to win over the littlest hotel guests. However, there's a more direct reason for the personal attention. During our stay we found out that one of the hotel's managers just had a baby too, so she understands exactly what parents, especially first-timers, are looking for in a hotel when it comes to bringing along the baby. Hence all the goodies.

Of course, a safe crib is first and foremost but the toiletries are a nice touch and if you're staying at a luxury hotel, it seems kind of taboo not to offer them. For instance, the **Canyon Ranch** in Miami Beach gave us a baby toiletry package but **Ritz-Carlton at LA Live** did not. But it's ok, the baby made do with Bulgari soap.