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THE TOILETRIES WAR HEATS UP AT HOTELS



Emilie Hoyt, founder and president of LATHER, a California skin care products line that has worked with hotels, says she won't offer discounts to lure clients. Instead, she develops products for special occasions or gifts for VIP guests.

"When we have a great partnership with a like-minded property, it's a fantastic opportunity not only for them to offer products that appeal to their guests, but it's also a sampling opportunity for our brand," she says. "It's a win-win."