



FOR IMMEDIATE RELEASE

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**BRAZILIAN HEAT INCLUDED IN SPECIALTY GIFT BOXES FOR CELEBRITY MOMS
(Striped Bag Valued at \$188; Includes Dryer, 1½” Curl Iron, Silver Baby Bank
and Beach Mat)**

Ever wonder what to get the mom who has everything? Suffice to say, celebrity moms weren't at a loss for the latest and greatest products this mother's day when they received specialty boxes overflowing with gifts, including a fashionable tote bag filled with Brazilian Heat styling tools, accessories and something just for baby.

"This was a great opportunity for us to continue our push in keeping the Brazilian Heat brand at the forefront of some of the most influential female voices in Hollywood," explained Tom Gebhart, senior VP and general manager of Belson Products.

Included in the summer striped tote bag was the Brazilian Heat Dryer, 1½” Brazilian Curl Iron with Tourmaline and Ceramic Barrel, a beach mat with inflatable pillow and a silver ABC cube bank for baby. Cards printed with each baby's name helped customize each gift and a matching postcard allowed each recipient an opportunity to send the company feedback about the products.

Delivered during the week of the annual holiday by Los Angeles-based gifting company Distinctive Assets, Hollywood's most talked about mothers received customized products from 26 companies. The recipient list included Amy Poehler, Sarah Michelle Gellar, Camila Alves, Tori Spelling, Kendra Wilkinson, Heidi Klum, Sarah Jessica Parker, Alyson Hannigan, Jennifer Hudson, Paula Patton, Isla Fisher, Kourtney Kardashian, Ellen Pompeo, Katherine Heigl, Kelly Rutherford, Rebecca Gayheart, Jenna Elfman, Gisele Bündchen, Ana Ortiz, Leelee Sobieski, Padma Lakshmi, Sarah Chalke, Amy Adams, Kelly Baldwin (Mrs. Joey Fatone) and Amanda Peet.

Recognized for its packaging, features and functionality, Brazilian Heat is available nationwide through a growing network of professional distributors and salons. For more information, please call 888.738.1212 or visit www.belsonproducts.com.

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