

Melanie Segal's Platinum Emmy Lounge Shined at the Luxe Hotel in Beverly Hills



THERE'S LUXURY. THEN THERE'S LUXE.

High atop the Luxe Hotel on the roof deck penthouse overlooking Rodeo Drive in Beverly Hills, Sheer Cover presented Melanie Segal's Platinum Emmy Lounge. As the celebrities strolled around the rooftop, they were treated to luxury items, drinks and noshes all while enjoying the beautiful view of the Hollywood Hills. With comfy couches set up in between the vendors, it was a perfect spot to grab a beverage and relax after the hard work of being gifted all day long.

Also raising awareness and money for the Elizabeth Glaser Pediatric AIDS Foundation, celebrities signed the Platinum Emmy Lounge Board that will be auctioned off with proceeds going to the foundation.

Interspersed between the many high end companies handing out their luxurious products, stations were set up for a quick cosmetics touch up by Sheer Cover or an oxygen facial by Intra**ceuticals**. Other special touches were provided with the addition of a piano bar, "green" area, pet lounge and tarot card reader for those who couldn't wait to find out if their name would be called on Emmy night.

Intra**ceuticals**

Utilizing high pressure therapeutic grade Hyperbaric Oxygen in their line of skin care products, Intra**ceuticals** combines medical and cosmetic science to develop a revolutionary professional skin care brand. Developing a serum that when used in conjunction with oxygen, plumps and hydrates the surface of the skin to smooth fine lines and wrinkles. Intra**ceuticals**' line of skincare products was designed to combat free radical attack, replenish the skin's natural lubricant, supply essential vitamins and restore elasticity. With locations all over the world, Intra**ceuticals** also offers clients Atoxylene Infusion treatments. A topical alternative to anti-wrinkle injections, Atoxylene can be applied without needles and most importantly, pain. In just 10 minutes, this skin smoothing complex targets expression lines and wrinkles and assists in the prevention of new line and wrinkle formation without that nasty paralysis other treatments can cause.