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TotalBeauty.com Tops 100,000 Unique Consumer-Written Beauty Product Reviews

Los Angeles, Calif., June 2008 –TotalBeauty.com now boasts more than **100,000 consumer-written product reviews**, offering its users a refreshingly unbiased perspective on how well thousands of beauty products really work. The Web site, which contains the most comprehensive online catalog of beauty products, is now among the top beauty destinations on the Internet for women. In fact, TotalBeauty.com and its community of over 120 beauty bloggers and beauty-related sites collectively generate more than **1.8 million monthly unique visitors**.

"We feel that the burgeoning success of TotalBeauty.com is, in part, a response to its genuinely independent and unbiased editorial; this is unprecedented in the beauty industry, which previously has been perceived by consumers as being too biased," says CEO Emrah Kovacoglu.

TotalBeauty.com features a frank approach to editorial that is rarely seen in traditional glossy magazines. For instance, recent bold articles such as "*The Worst Rated Mascaras*," and candid questions such as, "*Are You Ready for Botox?*" have attracted users' attention.

Founded in 2007 and venture capital backed, Total Beauty Media, Inc. operates TotalBeauty.com, which publishes the largest unbiased catalog of beauty products online for women. Launched in December 2007, TotalBeauty.com already features more than **100,000 user-generated product reviews** covering more than 30,000 **beauty products**, including most-known prestige, mass-market, salon and spa products. The site also includes features such as a 'Beauty Scout' tool which gives users the option to customize the site and generate personalized product recommendations. 'TotalBeauty.com TV' is filled with hours of helpful and entertaining how-to videos that offer easy-to-achieve beauty solutions. Finally, its 'Community' resource enables women to share their opinions and connect with other women who have similar beauty issues and questions.

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