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**Total Beauty Media's February Issue Of Total Beauty Insider
Shows Which Beauty Brands Are Successfully Marketing Online**

*Year-On-Year Sign-Ups To Monthly Newsletter Increase As Marketers Leverage Total Beauty's Essential
Beauty Brand Data*

Los Angeles, CA, February 24, 2010 –Total Beauty Media, Inc. (www.totalbeauty.com), the Web's leading beauty marketing company and fastest-growing premium Beauty network, today announced the release of its February issue of Total Beauty Insider (TBI), a free beauty business-to-business newsletter. Total Beauty Media reaches more than 5 million unique visitors each month. Data in the February issue of TBI is for the month ending January 31, 2010.

"Beauty marketers are constantly looking for ways to increase awareness for their brands online and Total Beauty is considered a top choice for brands, their agencies and their media buyers as they plan their online campaigns," said Total Beauty Media CEO Emrah Kovacoglu. "Subscribing to our free monthly newsletter is an invaluable resource for those looking to gain insights that help them better market their products."

TBI's *Brand Performance Report* breaks down the beauty brand's rank, average rating per brand and percentage of products reviewed for all brands with at least 100 consumer reviews. TBI's Top 10 brands ranked by consumer reviews for the month are:

1. Nu Skin
2. NovaLash
3. It Cosmetics
4. Dr. Bronner's
5. Archipelago Botanicals
6. Smith's
7. Dolce & Gabbana
8. CHI
9. CND
10. Vera Wang

The notable mover this month is NovaLash, which moved into the top 10. A full report is available at <http://www.totalbeautymedia.com>.

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TBI's *Share of Audience Report* uses Web traffic from readers on TotalBeauty.com to rank the top 300 brands from over 1,400 on the site. A significant number of brands entered into the top 300 brands this month including YOYO, Nu Skin, Sara Happ, Becca, Barielle, Bremenn Research Labs, Abba, L.A.M.B. Fragrance, 40 Carrots, Anastasia, Rachel Perry, Genie, Eminence, Meaningful Beauty, Acuvue, Lubriderm, Yon-Ka, Perfect Formula, Styli-Style, Sun Laboratories, and AmazingCosmetics. The Top 10 brands by Share of Audience (SOA) are:

1. L'Oreal
2. Neutrogena
3. Clinique
4. MAC
5. Olay
6. Chanel
7. Revlon
8. Estee Lauder
9. Victoria's Secret
10. Lancome

Notable movers this month are Neutrogena rising from the No. 4 spot in December's report to the No. 2 spot this month. Neutrogena knocked MAC back to No. 4.

A full report is available at <http://www.totalbeautymedia.com>.

About Total Beauty Media, Inc.

Founded in 2007 and venture-backed, Total Beauty Media, Inc. operates TotalBeauty.com, home of the largest database of independent, unbiased beauty product reviews for women. TotalBeauty.com features hundreds of thousands of user-generated reviews spanning more than 45,000 products, including most known prestige, mass-market, salon and spa products. In addition, the site publishes daily editorial coverage of beauty news and trends, including TotalBeauty.com TV -- its immense library of beauty how-to videos. Finally, its 'Community' resource enables women to share their opinions and connect with other women who have similar beauty issues and questions. TotalBeauty.com and its community of more than 180 beauty bloggers and beauty-related sites collectively generate more than 5 million monthly unique visitors.

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