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Polls Open for TotalBeauty.com's First Annual Beauty Awards - Women vote for their favorite beauty products and tell the world which are *truly* worthy of their hard-earned dollars

Winning beauty products display either a Total Beauty Readers' Choice Seal or a Total Beauty Editors' Choice Seal making future identification easy

Los Angeles, CA, March 3, 2010 - Total Beauty Media, Inc. (www.totalbeauty.com), the Web's fastest-growing premium Beauty network, launches its first ever TotalBeauty.com Awards and everyone is invited to vote at <http://www.totalbeauty.com/awards>. Home to the most comprehensive database of beauty product reviews on the Web, Total Beauty provides women free access to unbiased information on beauty products. Now, the company invites consumers to vote for their tried-and-true favorites from a pool of products that received the highest consumer ratings over the past two years.

Big brands like L'Oréal and Pantene sit alongside boutique brands such as Pristine Beauty and Liz Earle. All have received high ratings from the tens of millions of visitors to the site. Products fall into 59 distinct beauty categories including: conditioner, foundation, moisturizer, shampoo, anti-aging and many more.

These awards demonstrate Total Beauty's commitment to giving women a voice when it comes to which beauty products really work. Their votes determine which 59 products win the prestigious *Total Beauty Award Readers' Choice* seal of approval -- seen by millions of women on product packaging and in advertising. Polls close March 31 and winning products will be announced April 7, 2010.

"We've been shattering the old-school beauty media taboos since we launched in 2007," says Beth Mayall-Traglia, founding Editor in Chief. "It's become our mission to define what products are -- and aren't -- worth the hard-earned money in our readers' wallets. This is particularly relevant to all of us women during these tough recession years."

Total Beauty provides reader ratings and professional editorial coverage, educating women on new products while picking up expert tips to help them look and feel their best. Total Beauty's editorial team will also award *Total Beauty Award Winners Editors' Choice* seals of approval.



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. TotalBeauty.com and its network of beauty bloggers and beauty-related sites collectively generate more than 5 million monthly unique visitors.

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