



Fiona Posell

Produce Communications

Tel: 310 740 7456

Email: fiona@producecommunications.com

Total Beauty Media's April Total Beauty Insider Issue Available Now; Provides Indispensable Data for Beauty Brand Marketers

Los Angeles, CA, April 20, 2010 –Total Beauty Media, Inc. (www.totalbeauty.com), the Web's leading beauty media and marketing company, today released the April 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 April issue of TBI is for the month ending March 31, 2010 and is at <http://www.totalbeautymedia.com>

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 beauty brands ranked by consumer ratings for the month remained unchanged month on month and 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

TBI's [Share of Audience Report](#) uses Web traffic from TotalBeauty.com to rank the top 300 beauty brands from over 1,400 on the site. The Top 10 beauty brands by Share of Audience (SOA) are:

1. L'Oreal
2. Neutrogena
3. MAC
4. Clinique
5. Olay
6. Revlon
7. Chanel
8. Estee Lauder
9. CoverGirl
10. Avon

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For full reports click [here](http://www.totalbeautymedia.com/beauty_by_numbers) or paste this link in your browser
http://www.totalbeautymedia.com/beauty_by_numbers.

About Total Beauty Media, Inc.

Founded in 2007 and venture-backed, Total Beauty Media, Inc. operates TotalBeauty.com, an expert beauty advice and information site that features hundreds of thousands of user-generated reviews spanning more than 46,000 beauty products, including prestige, mass-market, salon and spa products.

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