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Total Beauty Media announces the makeover of its popular media property BeautyRiot.com

To celebrate, BeautyRiot.com offers 8 weeks of valuable prizes

Los Angeles, CA, April 29, 2010 –Total Beauty Media, Inc. (www.totalbeauty.com), the Web's leading beauty media and marketing company, today announced the complete makeover of BeautyRiot.com, the leading celebrity hairstyles and beauty site on the web. Total Beauty Media, Inc. acquired Beauty Riot in 2009. To celebrate its new look and enhanced functionality, BeautyRiot.com announces "8 [Quizzes](#), 8 Amazing Prizes." This contest begins on Friday, April 30, 2010 and provides women with an opportunity to experience one of the best beauty sites on the web and enter to win incredible prizes.

"The approach of summer is always a big time for millions of women to seek out inspiring new [hairstyles](#) that are better suited to warmer weather. Our [free instant makeover](#) tools, as well as [celebrity hairstyles](#), advice and information are easy to use and fun; coupled with the opportunity to win amazing prizes, we're confident that Beauty Riot will be every woman's new best friend as she looks forward in 2010," said editor in chief Beth Mayall-Traglia.

Winners will be drawn after they've taken quizzes to find the answers to questions such as "Which Star Inspires Your Hair?" or "Who's Your Celeb Twin?"

The contest is open to U.S. residents 13 or older. Some of the amazing prizes being offered weekly include; A Year's Worth of Shoes and Handbags (\$800 DSW Gift Card); \$250 American Eagle Gift Card; \$250 Charlotte Russe Gift Card; Pink Flip Cam (\$150); 8GB iPod Touch (\$200); \$250 Forever 21 Gift Card and \$100 Gift Card to Sephora.

Find Beauty Riot on [Facebook](#) and [Twitter](#)
And find sister site Total Beauty on [Facebook](#), [Twitter](#), [YouTube](#).

About [Total Beauty Media](#), Inc.

Founded in 2007 and venture-backed, Total Beauty Media, Inc. operates TotalBeauty.com, an expert [beauty tips](#) and [beauty advice](#) site that features 300,000 user-generated [beauty product reviews](#) spanning more than 46,000 beauty products, including prestige, mass-market, salon and spa products. Women get trusted advice on [hairstyles](#), [hair care](#), [skin care](#), [makeup](#), [body](#), [perfume](#), [nails](#) and [health & beauty](#).

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