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Total Beauty Media Hosts First Beauty Blogging Summit with Intelligent Beauty **May 16-18, 2008 - Los Angeles**

"Bringing the Best of the Online Beauty Community Together"

New York, NY, May 2008 – Total Beauty Media, operator of TotalBeauty.com, the most comprehensive online catalog of beauty products for women, will be hosting its first ever Total Beauty Blogging Summit in partnership with Intelligent Beauty. Over sixty (60) of the nation's top beauty bloggers will be attending seminars and workshops from May 16-18 in Los Angeles, CA. In attendance will be top beauty bloggers, including **Tia Williams, Blogdorf Goodman, Makeup Bag, PopSugar** and **JolieNYC**, and key members of top blog networks including **The Beauty Blog Network, Splendicity** and **B5 Media**.

In just five months, TotalBeauty.com has rocketed to a position as one of the top 5 beauty destinations for women on the Internet. Currently, TotalBeauty.com and its blogger community of over 120 beauty bloggers and beauty-related sites collectively generate over **1.2 million monthly unique** visitors.

Total Beauty's CEO and Founder, Emrah Kovacoglu commented, "our goal for this summit is to bring together top business and beauty experts to network, educate and support our blogger partners in the ever-evolving business of blogging about beauty." The summit will also introduce bloggers to over 30 of Total Beauty's brand partners, including skin experts **Kate Somerville** and **Lisa Hoffman**, brow expert **Anastasia**, plus leading beauty brands **L'Oreal, Murad, Intelligent Beauty's Raw Natural Beauty, IQderma** and **Redpoint**. In addition, the summit will offer panel discussions with leading experts on editing beauty content, PR and innovative online marketing strategies, cutting-edge technology tools and techniques, as well as beauty trend forecasting and new product launches.

Total Beauty Media operates TotalBeauty.com, which makes available online the largest, unbiased and comprehensive library of beauty products for women. Launched in December 2007, TotalBeauty.com now features over 90,000 user-generated product reviews covering over 30,000 beauty products including most known prestige, mass-market, salon and spa products. Along with its product reviews, the site 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.

Founded in January 2006, Intelligent Beauty is focused on building beauty brands through analytically driven Internet marketing. Intelligent Beauty takes a comprehensive, start-to-finish approach to transforming ideas into brands, from product development in our fully functional lab to the industry's first and only in-house interactive advertising agency that specializes in the nuances of the beauty sector. Having this unique combination of competencies under one roof enables Intelligent Beauty to build brand recognition much more swiftly and efficiently than traditional methods and to take advantage of shifting trends and new market opportunities. The result is brands that are one step ahead of an ever-evolving industry and are uniquely positioned for both rapid and long-term, sustainable growth. For more information on Intelligent Beauty, visit www.ibinc.com

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