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TotalBeauty.com Ranked Among The Top Three Beauty Sites For Women *Site boasts the first online catalog of beauty products*

Los Angeles, Calif., June 2008 –TotalBeauty.com, the most comprehensive online catalog of beauty products for women, is now among the top three beauty destinations on the Internet for women (Comscore, May 2008). Currently, TotalBeauty.com and its community of over 120 beauty bloggers and beauty-related sites collectively generate over **1.3 million monthly unique** visitors per month.

“The burgeoning success of TotalBeauty.com is also a response to its genuinely independent and unbiased editorial; this is unprecedented in the beauty industry, which previously has been far too biased by its advertisers,” says CEO Emrah Kovacoglu. TotalBeauty.com is attracting users’ attention with bold, truthful articles such as, “*The Worst Rated Mascaras*,” and candid questions such as, “*Are You Ready for Botox?*” This frank approach to editorial is rarely seen in traditional glossy magazines.

Founded in 2007 and venture backed, Total Beauty Media, Inc. operates TotalBeauty.com, which publishes online the largest, unbiased and comprehensive catalog of beauty products for women. Launched in December 2007, TotalBeauty.com already features more than **100,000 user-generated product reviews** covering more than **31,000 beauty products**, including most known prestige, mass-market, salon and spa products. The site also 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.

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