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Total Beauty Media's March Issue Of Total Beauty Insider, A Free Beauty Business-To-Business Newsletter, Offers Marketers Indispensable Access to Extensive Beauty Brand Data

Los Angeles, CA, March 26, 2010 –Total Beauty Media, Inc. (www.totalbeauty.com), the Web's leading beauty marketing company and fastest-growing premium Beauty network, today announced the release of its March 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 March issue of TBI is for the month ending February 28, 2010 and is accessible to those who register at <http://www.totalbeautymedia.com>

"As well as providing women free access to unbiased information on beauty products, Total Beauty also offers an array of advertising opportunities for beauty brands and their beauty products. The strength of our editorial, the loyalty and sheer numbers of our web traffic and our integrated marketing approach makes us a top consideration for any beauty marketer seeking impactful advertising opportunities." said Total Beauty Media CEO Emrah Kovacoglu. "Subscribing to the Total Beauty Insider, our free monthly newsletter is invaluable for those looking to gain critical insights that will enable them to effectively communicate with our female audience."

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 brands ranked by consumer rating 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

For a full report click or paste this link in your browser
http://www.totalbeautymedia.com/beauty_by_numbers.

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TBI's *Share of Audience Report* uses Web traffic from readers on TotalBeauty.com to rank the top 300 brands from over 1,400 on the site. A number of brands showed significant interest (over 50% change in rank) including Garnier, Paul Mitchell, Aussie, Ojon, Moroccanoil, Secret, Marco Pelusi, Pout, Infusium, Lather, Sally Hershberger, Olivia Gardens, Sashajuan and Dr. Dennis Gross Skincare.

The Top 10 brands by Share of Audience (SOA) are:

1. L'Oreal
2. Neutrogena
3. Olay
4. MAC
5. Clinique
6. Revlon
7. Pantene
8. Chanel
9. Victoria's Secret
10. Estee Lauder

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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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