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Announcing the Winners of the 2010 TotalBeauty.com Beauty Awards; Over 183,000 Votes were cast in the Website's First Annual Awards

Along with the official awards given by TotalBeauty.com editors, readers cast votes to select beauty products for the Readers' Choice award winners

Los Angeles, CA, April 9, 2010 - Total Beauty Media, Inc. (<http://www.totalbeauty.com>), the Web's fastest-growing premium Beauty network, announces the winners in the first ever TotalBeauty.com Awards. Voting was held in March 2010. Total Beauty garnered over 180,000 votes for favorite beauty products from among 527 nominees. Nominees were beauty products that had received the highest consumer ratings over the past two years. Home to the most comprehensive database of beauty product reviews on the Web, Total Beauty provides women free access to unbiased information on beauty products. The winning products receive either the *TotalBeauty.com Award Readers' Choice* seal of approval or if selected by the TotalBeauty.com editorial team, they receive the official *TotalBeauty.com Award* seal. Both seals will be seen by millions of women on product packaging and in advertising.

The reader voting led to some wins that demonstrate huge consumer passion and a strong following by women for certain favorite beauty products. Nu Skin ageLOC Future Serum won in the Anti-Aging category by a landslide, and Bare Escentuals swept six out of 16 Makeup categories. Other classic favorites like St. Ives Apricot Scrub (Exfoliant category), Bath & Body Works Signature Collection Shower Gel (Body Wash category) and Neutrogena Oil-Free Acne Wash (Acne Fighter category) were also winners.

To see all 114 winning beauty products, visit <http://www.totalbeauty.com/awards>

"When you look at the winning products, and read the comments that readers posted about them, it's easy to see how loyal women are to beauty products they know are effective. Their opinions will influence millions of other women, making Total Beauty the ultimate destination for women seeking valuable beauty advice and information. We're delighted that this year's awards solicited such a huge response from our valued readers," says Beth Mayall-Traglia, founding Editor in Chief.



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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