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Total Beauty Media, Inc. launches TotalBeauty.com

Comprehensive Beauty Product Reviews and How-To's for Women

Beverly Hills, CA, December 11, 2007—Total Beauty Media has announced the launch of TotalBeauty.com (<http://www.totalbeauty.com>). TotalBeauty.com is the first completely unbiased and comprehensive resource for beauty product information and beauty solutions online. “Women are incredibly passionate about beauty and hungry for a platform to learn and share. Total Beauty is that place” said CEO and Founder Emrah Kovacoglu.

Founded in 2007 and venture backed, Totalbeauty.com helps women achieve their beauty goals. The Total Beauty ‘Product Library’ is the first and largest unbiased product review directory that spans mass-market, prestige, salon and spa products. Its ‘Beauty Scout’ tool acts as a personal beauty consultant giving members the option to customize the site and generate recommendations to match their individual needs and preferences. ‘Total Beauty TV’ is filled with hours of helpful and entertaining how-to videos that offer easy to achieve beauty solutions. Finally, its ‘community’ resource is where women can share their opinions and connect with other women who have similar beauty issues and questions.

Industry excitement is high. Most major beauty brands are on already on-board. According to Anne Martin, Chief Marketing Officer, Bath and Body Works: "Totalbeauty.com fills a large void for women who want total beauty solutions. The beauty breadth and depth on this site is definitely a one of a kind."

About Total Beauty Media

Emrah Kovacoglu, Founder and CEO of **TotalBeauty**, recognized that beauty consumers are frustrated with the barrage of beauty products, information and sales people. The beauty industry needed a make-over on how it provided advice to women. Leveraging this consumer insight and 10 years of experience in internet and beauty product marketing, TotalBeauty.com aims is to be the #1 beauty resource for women. Based in Beverly Hills, CA, Total Beauty Media, Inc. employs over 20 beauty and internet experts who work passionately bring this vision to life.

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