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**Total Beauty Media's January Issue Of Total Beauty Insider
Gives Beauty Marketers Valuable Data Surrounding All Beauty Products**

Monthly newsletter e-mails marketers with essential beauty brand data

Los Angeles, CA, January 27, 2010 –Total Beauty Media, Inc. (www.totalbeauty.com), the Web's leading beauty information company and fastest-growing premium Beauty network, today announced the release of its January issue of Total Beauty Insider (TBI), a beauty business-to-business newsletter. Total Beauty Media reaches more than 5 million unique visitors each month and with the latest addition of www.latest-hairstyles.com to its network in November 2009, now represents the largest network of hair content websites. Other hair content websites already in the Total Beauty Network include short-hairstyles.com, 4hairstyles.com, TheHairStyler.com, and BeautyRiot.com

Data in the January issue is for the month ending December 31, 2009. "Over the past 2 years, we've become an integral resource for beauty insiders," said Total Beauty Media CEO Emrah Kovacoglu. "Subscribing to our free monthly newsletter is one way that we share valuable market data around a brand's ability to get consumer attention and interest in its product offerings. Our reports have been found to help marketers plan their online marketing campaigns."

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 reviews for the month are:

1. Nu Skin
2. It Cosmetics
3. Dr. Bronner's
4. Archipelago Botanicals
5. Smith's
6. Dolce & Gabbana
7. CHI
8. Bioelements
9. CND
10. Vera Wang

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The Notable Mover this month is Nu Skin, which moved into the top 10. A full report is available at <http://www.totalbeautymedia.com>.

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

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

Notable Movers this month are Victoria's Secret which broke into the top ten replacing Maybelline New York. A full report is available at <http://www.totalbeautymedia.com>.

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. Finally, its 'Community' resource enables women to share their opinions and connect with other women who have similar beauty issues and questions. TotalBeauty.com and its community of more than 180 beauty bloggers and beauty-related sites collectively generate more than 5 million monthly unique visitors.

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