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## TotalBeauty.com Reports on the Latest Beauty Trends ... Fresh from the Runways of New York's Fashion Week

**New York, NY** - At the forefront of beauty trends, product and style, TotalBeauty.com will be reporting on all the latest hair, makeup and nail trends backstage at the runways of Los Angeles fashion week.

"We're covering all the breaking beauty trends - and telling real women how to wear them in the real world." says Beth Mayall-Traglia, Editor in Chief.

The most comprehensive online beauty library, TotalBeauty.com is now generating **over half a million monthly unique visitors** to its community since launching in December 07. With over **60,000 product reviews**, this innovative beauty resource has skyrocketed to one of the top 10 beauty destinations on the internet for women.

Reporting from the runways daily will be TotalBeauty.com's **Beth Traglia**, Editor in Chief. Beth will be reporting on all the beauty trends from top makeup artist and stylists at **MAC, Aveda, Redken, Mally, NARS, Ted Gibson, Bumble & Bumble, Creative Nail Designs**, and many other beauty brands.

Bringing the best of the online beauty community together, TotalBeauty.com has teamed up with 20 of the nation's leading beauty bloggers (all members of the TotalBeauty.com community) to report in real-time backstage. In partnership with the beauty brands, these top, influential i-correspondents will scoop on the latest runway trends and show highlights on their own blogs and on 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. TotalBeauty.com is that place" said CEO and Founder Emrah Kovacoglu.

Founded in 2007 and venture backed, TotalBeauty.com helps women achieve their beauty goals. The TotalBeauty.com '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. '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 is where women can share their opinions and connect with other women who have similar beauty issues and questions.

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