



Dear Colleague,

I arrived in Santa Monica, Calif., in 2007 (by way of Cincinnati) with the dream of creating the most comprehensive and trusted beauty resource in the country. I set out to create a destination where women can interact with experts, brands, as well as other women when it comes to their beauty needs and product decisions. **Proudly, TotalBeauty.com celebrated its five-year anniversary in December, and has grown to be the highest trafficked beauty-focused property on the web.**

In addition to TotalBeauty.com, our company owns three premium web properties, and in the past year our organic traffic has grown more than 200% resulting in an audience of more than 180,000,000 visits. We were also selected to the prestigious Inc. 500 List of the fastest growing private companies in America.

In order for us and our brand partners to better understand how to reach women on the web, last year alone we conducted nine research studies covering beauty habits and practices in skin care, hair care, wellness and cosmetics as well as analyses of what types of content women consumed on various devices, and their views on luxury beauty.

IN A RECENT INDEPENDENT RESEARCH STUDY CONDUCTED ON TOTALBEAUTY.COM WE FOUND:

Consumers spend more than 20 minutes researching beauty products before shopping trips

27% of beauty-related searches started with a product category

66% of beauty searches started with a specific brand in mind

Clearly, a more informed beauty consumer has emerged, and it's more important than ever that your brand get in front of consumers with the highest purchase intent.

The bottom line? Total Beauty offers brands access to these women who are on the cusp of their next beauty purchase. Our trusted and relevant beauty content, coupled with the largest beauty product library online (which is populated with hundreds of thousands of consumer reviews), has attracted the consumer you are seeking. She is learning from experts as well as other women, making her well informed and ready to buy. What's more, Total Beauty's strength as a partner has been proven time and again through marketers' third-party research studies resulting in our achievement of top rank to top third for brand KPIs.

Our team is here to help develop your brand by leveraging our media, content, ecommerce, sampling, influencer activation and research capabilities to build solutions to meet and exceed your business needs. I encourage you to ensure your brands and agencies are challenging our team to do so.

Thank you for taking the time to read this update. I look forward to working with you this year, and if you need anything from me personally, I am always here to meet your needs.

Thanks,

Emrah Kovacoglu

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