

Total Beauty Media Group Launches Total Beauty Collection
Leading online publisher offers curated beauty sample set to consumers

Santa Monica, Calif., April 26, 2012 – Total Beauty Media Group, a leader in online beauty and wellness publishing, today announced the launch of Total Beauty Collection, a curated collection of deluxe size beauty samples.



Each Total Beauty Collection includes four to six hand-picked, deluxe-sized beauty samples across skin care, hair care, cosmetics, and fragrance, giving consumers the opportunity to try a range of top-rated products. Brands including Pixi, Alterna, Blinc, and Murad have already signed on. Consumers will be encouraged to rate and review products at TotalBeauty.com to drive further brand engagement, and through this they will receive incentives and offers for full-sized product.

"Total Beauty Media Group has an active community with 160 million visits annually. We know they come to us to learn about and try new products. With Total Beauty Collection, we're offering brands the opportunity to reach our loyal community in a risk-free way," said Emrah Kovacoglu, Founder and CEO Total Beauty Media Group.

A recent Total Beauty Media Group study shows the influence of sampling on product purchase:

- Product samples impact consumer opinions and conversation about a brand: After sampling,
 - **84 percent** of consumers **will recommend** the brand
 - **80 percent will talk about the brand** online
 - **76 percent** have an **improved perception** of the brand
 - **60 percent planned to purchase** the brand

"Our research shows that sampling can propel consumers through the buying cycle, bringing them from brand awareness straight to purchase intent. Total Beauty Collection provides brands with this opportunity to reach new consumers in an impactful way," said Ethelbert Williams, Head of Marketing, Total Beauty Media Group.

A limited quantity of the first Total Beauty Collection will go on sale May 7 for \$15 at TotalBeauty.com/Collection. Consumers can sign-up now for email reminders about the sale. Brands can inquire about upcoming Total Beauty Collections by emailing Ethelbert Williams at ewilliams@totalbeauty.com.

About Total Beauty Media Group

Founded in 2007, Total Beauty Media Group 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, an immense library of beauty how-to videos.

Total Beauty Media Group's portfolio of digital beauty, health, and lifestyle media properties include: TotalBeauty.com, BeautyRiot.com, LimeLife.com, and ModernMan.com. Total Beauty Media Group is backed by USVP and Wallington Investments and based in Santa Monica, Calif. For more information about Total Beauty Media Group, visit TotalBeautyMedia.com.

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