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TotalBeauty.com Announces Launch of 4th Total Beauty Collection for HSN

Total Beauty Media Group and Multi-Channel Retailer HSN Partner on a New, Exclusive Sampler Collection of Best-Selling Beauty Products

Santa Monica, Calif., June 23, 2014 – TotalBeauty.com and HSN have teamed up to create the Total Beauty Collection for HSN, an all-new sampling collection of unique, best-selling beauty products. The collection, which marks the fourth collaboration between the two brands, launches June 23 on HSN.com and will be featured during HSN's 24-hour beauty event on July 2.

The curated sampler of products features nine exclusive, best-selling items from top beauty brands, including Tan Towel Half Body Plus Towelette, NYX Glam Lip Gloss Aqua Luxe, Too Faced Lip Insurance and Ruby Crystal Sugar Scrub. It also includes a \$10 coupon valid toward the purchase of any full-size beauty products (valued at \$29 or more) on HSN.

“As HSN carries forward our mission to be an amazing beauty destination, offering a world-class assortment of national and exclusive brands, the Total Beauty Collection continues to be a strong way for us to offer our customers the opportunity to try the best of HSN Beauty in a fun and engaging way,” says Erica Evans, SVP of Beauty Merchandising for HSN.

The exclusive sampler is filled with an expertly curated selection of products to help customers get their beauty routines summer-ready. Fans can expect a travel-ready assortment of skin, hair and makeup products to prep, polish and prime for the warm days ahead.

"At Total Beauty, our mission is to empower women through unbiased beauty advice, helping them make informed beauty purchases," says Beth Mayall-Traglia, Total Beauty Editor in Chief and Executive Vice President of Programming and Engagement. "Collaborating with HSN on this new collection introduces our millions of readers to the HSN brand, while also providing access to a curated selection of beauty products in the process."

The nine-piece Total Beauty Collection for HSN, valued at more than \$50, is gift-priced at \$19.95 (includes free shipping). The collection will be available on HSN.com and via HSN Mobile from June 23 to July 2. Customers can also purchase collections during the 24-hour live event on July 2, across all of HSN's platforms. TotalBeauty.com Collection Editor Audrey Fine will share expert beauty tips and details about the special collection during the live event.

For more information, visit TotalBeauty.com or follow them on:

Facebook: <https://www.facebook.com/totalbeauty>

Twitter: <https://twitter.com/TotalBeauty>

Instagram: <http://instagram.com/totalbeautyeditors>

About Total Beauty

Total Beauty Media Group operates TotalBeauty.com, home of the largest database of independent, unbiased beauty product reviews for women. Founded in 2007, TotalBeauty.com features hundreds of thousands of user-generated reviews, spanning more than 55,000 products, including well-known prestige, mass-market, salon and spa products. In addition, the site publishes daily editorial coverage of beauty news and trends.

Total Beauty Media Group's portfolio of digital beauty, health and lifestyle media properties includes: TotalBeauty.com, BeautyRiot.com, LimeLife.com and ModernMan.com. Total Beauty Media Group is backed by USVP and Wallington Investments and headquartered in Santa Monica, Calif., with offices in New York. For more information about the company, visit TotalBeautyMedia.com.

About HSN

HSN is a leading interactive entertainment retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN is a leader in boundless retail, offering customers a seamless shopping experience across multiple channels: television, online, social and mobile. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, Kitchen and Electronics. HSN broadcasts live to 95 million households in the U.S. in high definition 24/7 and its website, HSN.com, features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 36 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq: HSNI). For more information, please visit HSN.com, or follow @HSN on Facebook and Twitter.

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