

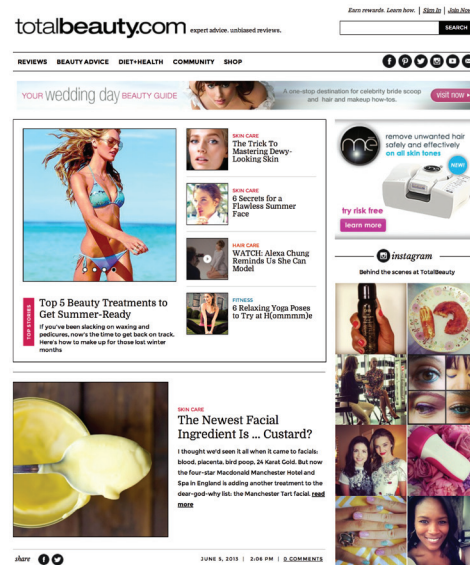


Dear Colleague,

TotalBeauty.com recently celebrated its fifth birthday and in internet years that makes us about forty. So we had a little work done...heck we had a lot of work done. We embarked on a complete overhaul of our visual design, content strategy, and product features. Let me start by giving you the results. After the first two weeks of the re-launch, daily Facebook traffic is up 10x, Pinterest traffic increased by 2x, and pages per visit and time spent are up 17%.

#### HERE ARE A FEW OF THE KEY HIGHLIGHTS OF OUR NEW LOOK:

- A Modern and premium design that makes the photos and advertisements pop
- Smart integration of persistent social sharing features
- Expanded content strategy that continues to include original content from our award winning editors along with daily curations of the best beauty content from around the web
- Addition of rapid newsroom style reporting on the topics our readers care about
- Implementation of lightning fast AJAX Image Galleries



We are thrilled with our consumer engagement thus far, and it's only the beginning of our optimizations. In more Total Beauty news, this April we announced our 2013 award winners. 168 products received TotalBeauty.com Editors' or Readers' Choice status. We again had thousands of products submitted for the Editors' Pick and hundreds of thousands of votes cast for the Readers' Choice, making it the largest consumer participated beauty product awards program in the country. A complete list of the winners can be found at <http://www.totalbeauty.com/awards2013>

As always, our team is here to help develop your brand by leveraging our media, content, ecommerce, sampling, influencer activation, and research capabilities to meet or 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 please don't hesitate to reach out.

Thanks,

*Emrah Kovacoglu*

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