



Fiona Posell

Produce Communications

Tel: 310 740 7456

Email: [fiona@producecommunications.com](mailto:fiona@producecommunications.com)

## **Total Beauty's Monthly Rankings of Top Beauty Brands Offers Essential Tool for Beauty Marketers**

*Signing up for monthly email newsletter provides marketers with indispensable beauty industry data*

**Los Angeles, CA, November 30, 2009** –Total Beauty Media, Inc. ([www.totalbeauty.com](http://www.totalbeauty.com)), the Web's leading beauty information company and fastest-growing premium Beauty network, today announced the release of its November issue of Total Beauty Insider (TBI), a monthly business-to-business newsletter. Data in the November issue is for the month ending October 31, 2009. "We're very proud of the way that our Total Beauty Insider has evolved to become an important tool for beauty marketers," said Total Beauty Media CEO Emrah Kovacoglu.

TBI's *Brand Performance Report* breaks down the beauty brand's rank, average rating per brand and percentage of products reviewed for all brands with at least 100 consumer reviews. TBI's Top 10 brands ranked by consumer reviews for the month are:

- 1) It Cosmetics
- 2) Dr. Bronner's
- 3) Dolce & Gabbana
- 4) Archipelago Botanicals
- 5) Smith's
- 6) CHI
- 7) Vera Wang
- 8) Burberry
- 9) Bioelements
- 10) CND

Notable Movers this month are Smiths and CHI, both entering the top 10 list.

A full report is available at <http://www.totalbeautymedia.com>.

TBI's *Share of Audience Report* uses Web traffic from readers on TotalBeauty.com to rank the top 300 brands from over 1,400 on the site.

-more-

The Top 10 brands by Share of Audience (SOA) are:

- 1) L'Oreal
- 2) Neutrogena
- 3) Clinique
- 4) Olay
- 5) MAC
- 6) Herbal Essences
- 7) Aussie
- 8) Pantene
- 9) Chanel
- 10) Revlon

Notable Movers this month are the 36 brands that moved up at least 20% in rank of SOA. The largest % Rank Change was *Got2b* at 86%. Second largest % Rank Change was Aussie at 81%. Clinique knocked Olay from its #3 spot.

A full report is available at <http://www.totalbeautymedia.com>.

#### **About Total Beauty Media, Inc.**

Founded in 2007 and venture-backed, Total Beauty Media, Inc. 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 -- its immense library of beauty how-to videos. Finally, its 'Community' resource enables women to share their opinions and connect with other women who have similar beauty issues and questions. TotalBeauty.com and its community of more than 180 beauty bloggers and beauty-related sites collectively generate more than 4.2 million monthly unique visitors.

# # #