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“TotalBeauty.com Skyrockets to Top Ten Beauty Website for Women”

New York, NY, February 6, 2008 – Within just one month of its official launch date, TotalBeauty.com (www.totalbeauty.com), the most comprehensive online beauty library for women, is now generating **over half a million monthly unique visitors** to its community since launching in December 07. With over **60,000 product reviews** of prestige, mass market and spa brands, this innovative beauty resource has skyrocketed to one of the top 10 beauty destinations on the internet for women.

TotalBeauty.com is the first completely unbiased and comprehensive resource for beauty product information and beauty solutions online. “Women are incredibly passionate about beauty and hungry for a platform to learn and share. TotalBeauty.com is that place” said CEO and Founder Emrah Kovacoglu.

Founded in 2007 and venture backed, TotalBeauty.com helps women achieve their beauty goals. The TotalBeauty.com ‘Product Library’ is the first and largest unbiased product review directory that spans mass-market, prestige, salon and spa products. Its ‘Beauty Scout’ tool acts as a personal beauty consultant, giving members the option to customize the site and generate recommendations to match their individual needs and preferences. ‘TotalBeauty.com TV’ is filled with hours of helpful and entertaining how-to videos that offer easy to achieve beauty solutions. Finally, its ‘community’ resource is where women can share their opinions and connect with other women who have similar beauty issues and questions.

The TotalBeauty.com team is also backstage at New York’s Fashion Week reporting on the latest runway trends in hair, makeup and nails. Plus, bringing the best of the online beauty community together, TotalBeauty.com teamed up with 20 of the nation’s leading beauty bloggers to report in real-time backstage. In partnership with the beauty brands, these top, influential i-correspondents scooped on the latest runway trends and show highlights on their own blogs and on TotalBeauty.com.