

Total Beauty Media's January Issue of Total Beauty Insider Gives Beauty Marketers Valuable Data Surrounding All Beauty Products

Monthly Newsletter E-Mails Marketers with Essential Beauty Brand Data



LOS ANGELES, Jan 27, 2010 (BUSINESS WIRE) -- Total Beauty Media, Inc. (www.totalbeauty.com), the Web's leading beauty information company and fastest-growing premium Beauty network, today announced the release of its January issue of Total Beauty Insider (TBI), a beauty business-to-business newsletter. Total Beauty Media reaches more than 5 million unique visitors each month and with the latest addition of www.latest-hairstyles.com to its network in November 2009, now represents the largest network of hair content websites. Other hair content websites already in the Total Beauty Network include short-hairstyles.com, 4hairstyles.com, TheHairStyler.com, and BeautyRiot.com

Data in the January issue is for the month ending December 31, 2009. "Over the past 2 years, we've become an integral resource for beauty insiders," said Total Beauty Media CEO Emrah Kovacoglu. "Subscribing to our free monthly newsletter is one way that we share valuable market data around a brand's ability to get consumer attention and interest in its product offerings. Our reports have been found to help marketers plan their online marketing campaigns."

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:

- Nu Skin
- It Cosmetics
- Dr. Bronner's
- Archipelago Botanicals
- Smith's
- Dolce & Gabbana
- Nu Skin
- It Cosmetics
- Dr. Bronner's
- Archipelago Botanicals
- Smith's