

Total Beauty Media Group Partners with Personal Care Products Council and CEW
Digital publisher deepens industry relationships with leading beauty trade organizations

February 21, 2012 – Total Beauty Media Group, the leading digital publisher of holistic beauty and wellness content, announces partnerships with [Personal Care Products Council](#) and [Cosmetic Executive Women](#) (CEW) in support of the beauty industry.

Total Beauty Media Group signed on as a Silver Sponsor of this year's Personal Care Product Council Annual Meeting, offering insights and predictions into the changing behavior of women online. CEO Emrah Kovacoglu will provide information on how to effectively foster an innovative workplace environment as part of a panel discussion with executives from Revlon, Croda Inc., and Wells Fargo Securities at the event. The Annual Meeting brings together representatives from many of the 600-member companies to collaborate on issues and opportunities facing the global cosmetics and personal care products industry.

Total Beauty Media Group also announces a lead sponsorship of CEW's West Coast Women & Men in Beauty Series. The West Coast Series features three insights and networking events, which commence with a Total Beauty Media Group keynote address. The Series will also feature a beauty industry executive panel discussion of case studies, trends, and predictions with the 350 industry professionals in attendance. This event contributes to CEW's mission of developing the leadership potential of their 4,400 members in beauty.

"We are proud to be supporting two leading trade organizations for the beauty industry," said Emrah Kovacoglu, CEO of Total Beauty Media Group. "Personal Care Products Council and CEW are instrumental in advancing the growth and success of beauty executives and the personal care industry as a whole. We look forward to deepening trade relationships and supporting industry innovation and growth through these partnerships."

The [Personal Care Products Council Annual Meeting](#) will take place February 22-24 in Naples, Fla. The [CEW West Coast Women & Men in Beauty Series](#) events will be held on April 4, June 6, and in November (exact date to be determined) in Santa Monica, Calif.

About Total Beauty Media Group

Founded in 2007, Total Beauty Media Group 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, an immense library of beauty how-to videos.

Total Beauty Media Group's portfolio of digital beauty, health, and lifestyle media properties include: [TotalBeauty.com](#), [BeautyRiot.com](#), [LimeLife.com](#), and [ModernMan.com](#). Total Beauty Media Group is backed by USVP and Wallington Investments and based in Santa Monica, Calif. For more information about Total Beauty Media Group, visit [TotalBeautyMedia.com](#).

Media Contact

Ethelbert Williams

P: 310-399-7400 x107 E: ewilliams@totalbeauty.com