

## **Total Beauty Media Group Launches First Live Streaming Show Engaging Consumers with Beauty Brands and Editorial Experts**

***Total Beauty LIVE presents opportunities for brands through multiple digital media platforms***

February 13, 2012 – Total Beauty Media Group, the leading digital publisher of holistic beauty and health content, today unveiled Total Beauty LIVE, a new immersive platform for brands to leverage the Total Beauty community to seed product sampling, engage in consumer conversation, and ultimately help create brand advocates.

The premiere video broadcast and live chat will air tomorrow on both [TotalBeautyLive.com](http://TotalBeautyLive.com) and Total Beauty's [Facebook](#) page. Consumers will also be able to join the conversation via [Twitter](#). Total Beauty's Dawn Davis will walk participants through product demonstrations with a leading makeup artist from NYX Cosmetics, while taking questions from the audience.

Total Beauty LIVE serves as a hybrid research platform and product seeding experience for brands. The new platform is also a springboard for real-time engagement with consumers. Brands can tap a cross-section of the Total Beauty Community to receive premium product samples prior to the broadcast. These preselected consumers receive a special invitation to join the public live chat, ask the expert questions, provide feedback on the product, and converse with the entire audience.

"With thousands of new products entering the beauty market each year, consumers are looking for ways to try new products, to find out what will work for them. Through our research, we've learned that women spend more than 20 minutes researching online for their shopping trips. Our community has become a great sharing space, and we wanted to provide a better way for consumers to engage directly with brands," explains Emrah Kovacoglu, CEO of Total Beauty Media Group. "Total Beauty LIVE will be the first platform that blends product sampling with social interactive media and provide high-touch product engagement for both consumers and brands alike."

In the past four years, brands like Neutrogena, Wella, and Lancôme have leveraged the Total Beauty Community for sampling and brand advocate programs. Total Beauty LIVE extends the platform by offering real-time engagement with brand advocates, as well as a permanent repository for other community members to view, learn, and gain insight on the product. NYX Cosmetics will be the first brand to take advantage of the new platform, which will premiere live from Fashion Week.

"Our vision at NYX is to give women products that are both on-trend and accessible. We want women to know that they can find quality products at reasonable prices to create amazing day and night looks," said Tonie Shin, VP of Marketing for NYX Cosmetics. "Total Beauty Media Group is the ideal partner to help us reach and educate millions of women that beauty can be simple, effective, and affordable."

To view and participate virtually, visit [TotalBeautyLive.com](http://TotalBeautyLive.com) and [Facebook.com/TotalBeauty](http://Facebook.com/TotalBeauty) on Tuesday, February 14 at 1:15 p.m. EST/ 10:15 a.m. PST, or catch the comments on [Twitter](#) with #TotalBeautyLive. After the live event, an edited version of the show will be available for viewing on the site and on Facebook.

### **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](http://TotalBeauty.com), [BeautyRiot.com](http://BeautyRiot.com), [LimeLife.com](http://LimeLife.com), and [ModernMan.com](http://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](http://TotalBeautyMedia.com).

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