



SHEKNOWS ANNOUNCES WINNERS FOR THE 2013 SHEKNOWS BEAUTY AWARDS

CoverGirl®, Elizabeth Arden®, Organix® and more round out the best beauty products according to SheKnows readers

Scottsdale, Ariz. (March 6, 2013) – SheKnows.com, the web’s largest lifestyle site for women, announced the winners of the 2013 SheKnows Beauty Awards. The active community of SheKnows readers voted to select their picks for the most outstanding products in makeup, skincare and hair care based on quality, visible results and innovation.

Among more than a thousand submissions, the SheKnows team reviewed and tested products to narrow down 300 product finalists in over 80 comprehensive categories. From there, the voting process was opened to the public online as readers carefully voted and selected the first-ever SheKnows Beauty Awards winners. The SheKnows editorial team also picked their favorites to round up the Editors' Choice Award winners. Major brands such as Clairol®, Dove®, CoverGirl® and Aussie® among others, took awards in their categories, while boutique-style brands, such as Josie Maran®, Birchbox® and Essie® also received coveted awards. To view a complete list of the SheKnows 2013 Beauty Awards winners, as well as the Editors' Choice winners, visit the [SheKnows 2013 Beauty Awards](#).

“We are grateful to have a loyal, well-informed, engaged audience who speaks their mind when it comes to brand quality and integrity,” said SheKnows Beauty Editor, Catherine Conelly. “We sincerely congratulate our winners and hope this recognition further enables their ability to reach women with great quality product offerings. We now look forward to what next year’s round of the SheKnows Beauty Awards will bring!”

Next up: The SheKnows team will begin accepting nominees for the 2013 SheKnows Parenting Awards in late summer. View winners from the 2012 SheKnows Parenting Awards [here](#).

About SheKnows.com

SheKnows (www.sheknows.com) is the new standard of publishing with its family of female-centric properties and custom programming. It is among the largest online lifestyle communities for women ages 18 to 54 attracting more than 41 million unique visitors (comScore, November 2012), and meets the needs of today’s modern woman with information important to her daily life.

As one of the fastest-growing destinations on the web, SheKnows boasts a stimulating, well-rounded online experience enhanced with Emmy® Award-winning SheKnows TV, captivating blogs, celebrity contributors and a vibrant social reach.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, SheKnows.com also received the OMMA Award for Web Excellence as the No. 1 site for Family, Parenting and Women’s Interests in both 2010 and 2011. For advertisers, sponsorship opportunities and creative integration go well beyond the banner ad

and make marketing messages an uninterrupted part of the user experience. The company is based in Scottsdale, Ariz., with offices in New York City, Los Angeles and Chicago.

About the SheKnows Beauty Awards

The SheKnows Beauty Awards aim to recognize makeup, skincare and hair care products that stand out in a vast market of leading brands and tested formulas. The awards highlight products that have set themselves apart as leaders in the beauty industry and give SheKnows.com readers the information they need to make educated decisions about their hair, skin and makeup needs. Nominated products are reviewed by SheKnows editors and hand-picked for quality, visible results, longevity, innovation and more. Winners are determined via an organic online voting process open to the public and are announced on the SheKnows website annually.

For more information:

SheKnows Beauty Awards
Catherine Conelly
Beauty Editor
awards@sheknows.com

SheKnows
Alison Bills
Director of Public Relations
(480) 237-7100 Ext. 4109
alison.bills@sheknows.com

Lauren Millea
Consumer PR Associate
(480) 237-7100 Ext. 4171
lauren.millea@sheknows.com