



## **SHEKNOWS ANNOUNCES FINALISTS FOR THE NEW 2013 SHEKNOWS BEAUTY AWARDS, OPENS ONLINE PUBLIC VOTING THROUGH FEBRUARY 28, 2013**

**Scottsdale, Ariz. (February 1, 2013)** – SheKnows.com, the web's largest lifestyle site for women, announced the finalists in its first-ever 2013 SheKnows Beauty Awards today and opened online voting to the public. The new award platform recognizes outstanding products in makeup, hair care and skincare based on quality, visible results and innovation. Winners will be chosen by the public online voting process and will be announced March 6, 2013, on SheKnows.com.

After three years of the successful SheKnows Parenting Awards, recognizing outstanding products and services in the parenting industry, SheKnows ([www.sheknows.com](http://www.sheknows.com)), a leading online lifestyle publication providing women with the latest information on beauty, parenting, health, entertainment and more, created the beauty award program in order to recognize leading products within the beauty industry. This year's awards include more than 300 finalists in over 80 comprehensive categories that range from anti-aging products and makeup favorites to innovative tools and skincare must-haves.

"Our team reviewed hundreds of product submissions to create an impressive list of finalists that set the standard for quality when it comes to beauty products used by women nationwide," said Kyle Cox, president of SheKnows. "We're proud to present these exceptional, best-in-class products and to turn over the voting process to our loyal, engaged audience."

Finalists will also be eligible to win an Editors' Choice Award which spotlights one specific brand per category chosen exclusively by the SheKnows editorial team. Voting is open to the public now through February 28, 2013. Readers can access voting at <http://www.sheknows.com/beauty/awards/beauty-awards-2013> and select their favorite products in each category.

### **About SheKnows.com**

SheKnows ([www.sheknows.com](http://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**

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