

**SHEKNOWS ANNOUNCES THE 2013**

**SHEKNOWS BEAUTY AWARDS AND CALLS FOR NOMINEES**

*Submit Your Beauty Nominees Through December 14, 2012*

**Scottsdale, AZ – December 10, 2012 –** SheKnows ([www.sheknows.com](http://www.sheknows.com)), one of the fastest growing online content and community global destinations for women, is launching its 2013 Beauty Awards and is calling for product nominees. The global destination for women with the latest news on beauty, parenting, health, entertainment and more, created the award program to recognize products within the makeup, skincare, and hair care industries for their well-rounded excellence. This year, the awards will span over 80 comprehensive sub-categories that cover everything from anti-aging products and makeup favorites, to eco-tools, clinical formulas and skincare must-haves.

Brands and companies within the beauty industry are invited to nominate their favorite products. Nominations will be accepted between December 5, 2012andDecember 14, 2012.To submit a nomination, fill out the submission form at <http://www.sheknows.com/beauty-awards-nominations>.

Nominees will be announced on February 1, 2012, at which time fans can vote for their favorite products in each sub-category. Voting comes to a close on February 28, 2012**,** and the winners of the SheKnows 2013 Beauty Awards will be announced in early March.Each category will award one winner with the most reader votes as well as an Editor’s Choice selection.

“The SheKnows Beauty Awards are an amazing way to recognize the companies that are able to reach women and better their beauty routines,” said Catherine Conelly, SheKnows Beauty Editor. “Being selected as a nominee demonstrates a company’s commitment to women and its ability to produce desired results for specific beauty needs.”

**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 55 million unique visitors (Google Analytics, April 2012), and meets the needs of today’s modern woman with information important to her daily life.

SheKnows boasts a stimulating, well‐rounded online experience enhanced with Emmy Award-winning SheKnows TV, captivating blogs, celebrity contributors and a vibrant social reach. As one of the fastest-growing destinations on the web, SheKnows is recognized among the top three properties for women.

Recently honored by Forbes as one of the Top 100 Websites for Women and one of the Top 10 Lifestyle Sites for Women, SheKnows also won the OMMA Award for Web Excellence for the second year in a row in 2011.  SheKnows has been named the No. 1 site for Family, Parenting and Women’s Interests. For advertisers, sponsorship opportunities and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience. The company is based in Scottsdale with offices in New York, Los Angeles and Chicago.

**About the SheKnows Beauty Awards:**

The SheKnows Beauty Awards aims to recognize makeup, skincare and hair care products that stand out in a vast market of leading brands and tested formulas. The awards seek out products that have set themselves apart as leaders in the beauty industry -- the goal of the awards is to give SheKnows readers all the information they need to make educated decisions for their hair, their skin and their face. Nominated products are reviewed by the SheKnows team of editors and hand-picked for quality, visible results, longevity, key ingredients 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 & Laura Seli, Promotions Manager
awards@sheknows.com

**SheKnows**

Alison Bills

Executive Editor

(480) 237-7100 Ext. 4109

alison.bills@sheknows.com