



## **SheKnows Opens Real Woman Beauty Awards Call For Submissions**

*USERS SHARE THEIR FAVORITE PRODUCTS WITH WOMEN JUST LIKE THEM TO DETERMINE THE BEST OF THE BEST IN ALL THINGS BEAUTY*

**SCOTTSDALE, Ariz. and NEW YORK (Mar 24, 2014)** – SheKnows ([www.sheknows.com](http://www.sheknows.com)) announced submissions open starting today for the 2014 Real Woman Beauty Awards. Users have the chance to share their voice by submitting their favorite products in various beauty categories such as lips, skincare, make-up, etc.

Products submitted by users and [SheKnows Experts Among Us](#) will be vetted through the SheKnows editorial team to identify what *Real Women* see as the all-around best products on the market today.

“The idea of beauty is changing,” said Lauren Swanson, Director of Editorial. “Women are embracing positive self-image and turning to each other to define what works and doesn’t work. The Real Woman Beauty Awards is about finding those gems that the average woman swears by and sharing them with our readers.”

By sharing their favorite products with us, users have the chance to win \$500 worth of beauty products.

Submissions are live until March 31<sup>st</sup>. The awards culminate on April 23<sup>rd</sup> at the SheKnows Spring Fling event in New York City where winners will be announced.

To begin submitting, please visit: <http://www.sheknows.com/beauty-awards-nominations>

### **About SheKnows**

SheKnows, LLC is an award-winning women’s media platform and a top lifestyle site with a network of more than 40 million unique visitors per month (comScore 2013). The SheKnows family of sites ranges from entertainment and parenting to beauty and food. Our mission is to connect women’s interests in real-time and in real voices, celebrating the everyday “experts among us.” We enable brands to distribute authentic content and integrated advertising at scale to influence preferences and drive purchases. SheKnows is headquartered in Scottsdale, Arizona, with offices in New York, Los Angeles and Chicago. The company also operates internationally, with sites in Canada, Australia and the United Kingdom.

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