

GUESS EARNINGS LEAP/2 BRACING FOR MARKDOWN MONEY/8

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WWD WEDNESDAY

Sportswear

Fresh Coat

With Valentino set to take his final bow on the couture runway in January, successor Alessandra Facchinetti faced the daunting task of presenting her first collection while the legend is still in-house. In New York on Tuesday, she rose to the occasion with a structured-yet-light array of pre-fall looks built on the lifestyle elements of the firm. Here, her wool and cashmere felt coat with a subtle tuxedoed belt. For more on Facchinetti and the season, see pages 10 and 11.

The Total Beauty Package

NEW YORK — A new Web site called Totalbeauty.com aims to present product information, videos on beauty how-tos and communication among consumers all in one place when it goes live on Thursday. The site's founder, Emrah Kovacoglu, who before starting Total Beauty worked for ten years at P&G, most recently as Global Digital Brand Manger for P&G Cosmetics, said he saw a need in the marketplace for a product library covering beauty items in the mass, prestige and spa markets that acted as a consumer's personal beauty consultant. "I wanted to create a comprehensive one-stop shop beauty portal resource that provides answers to any beauty question from a consumer standpoint," said Kovacoglu. The site already boasts 35,000 members and ratings and reviews on 35,000 products from more than 220 brands by both industry experts and consumers.

Totalbeauty.com also features more than 50 interactive video demonstrations. Visitors can fill out a questionnaire that's designed to tailor a skin care regimen for them and recommend certain products based on skin type. The site also features chat rooms where consumers can connect with each other to discuss beauty issues. As an incentive to sign up, members receive product samples and coupons from retailers. In addition, a sweepstakes will be held to help generate product reviews.

— Michelle Edgar

allure

THE BEAUTY EXPERT

DECEMBER 2007

**The Sexy
New Haircut**
And 3 Easy Ways to Wear It

Get Gorgeous Skin
The Best Zit-Zappers and
Wrinkle-Fighters of All Time

**HAIR &
MAKEUP
UPDATES**
The Top 10 New Trends

**KNOCKOUT
DRESSES**



MATCHMAKER

For women who like to research their makeup and skin-care choices with the zeal of an honor student, beauty just got a brand-new library. Totalbeauty.com, a new site launching this month, offers detailed information on more than 30,000 different products. The site doesn't sell anything, so it has no ties to a particular brand. It simply tracks ingredients lists and offers reviews from in-house experts and fellow beauty addicts. The site's big draw is its advanced search function, called My Beauty Scout: After gathering information about a user's skin type, favorite formulas, allergies, budget, and more, it searches through descriptions and product reviews to find the moisturizers, lipsticks, and shampoos that suit her needs. And when you find your perfect product, TotalBeauty links you to online retailers. We give it a solid A.

—ALEXANDRA JORDAN

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P&G Vet Looks to Build a Google for the Beauty-Care Business

[TotalBeauty.com Aims to Catalog all Beauty Products, Let Users Review Them](#)

By [Jack Neff](#)

Published: July 16, 2007

A former Procter & Gamble Co. marketing executive is out to make sense of the jumble of tens of thousands of beauty-care products -- and create the industry's killer digital media app in the process.



A look at what visitors may see this fall at [TotalBeauty.com](#).

The fall launch of [TotalBeauty.com](#) aims to catalog and update in real time the vast array of beauty products; review as many as possible in-house; have

visitors review them on their own; and provide a "personalization engine" that lets people sort through them in categories such as price, "eco issues," and skin and hair type.

Though the mechanism is different, the ambition is like that of Google's mission of organizing all the world's information -- yet focused only on the highly fragmented \$42 billion beauty-care market with nearly