



beautyheaven

Jackie Maxted
Founder and Managing Director

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beautyheaven is Australia's number one dedicated beauty site

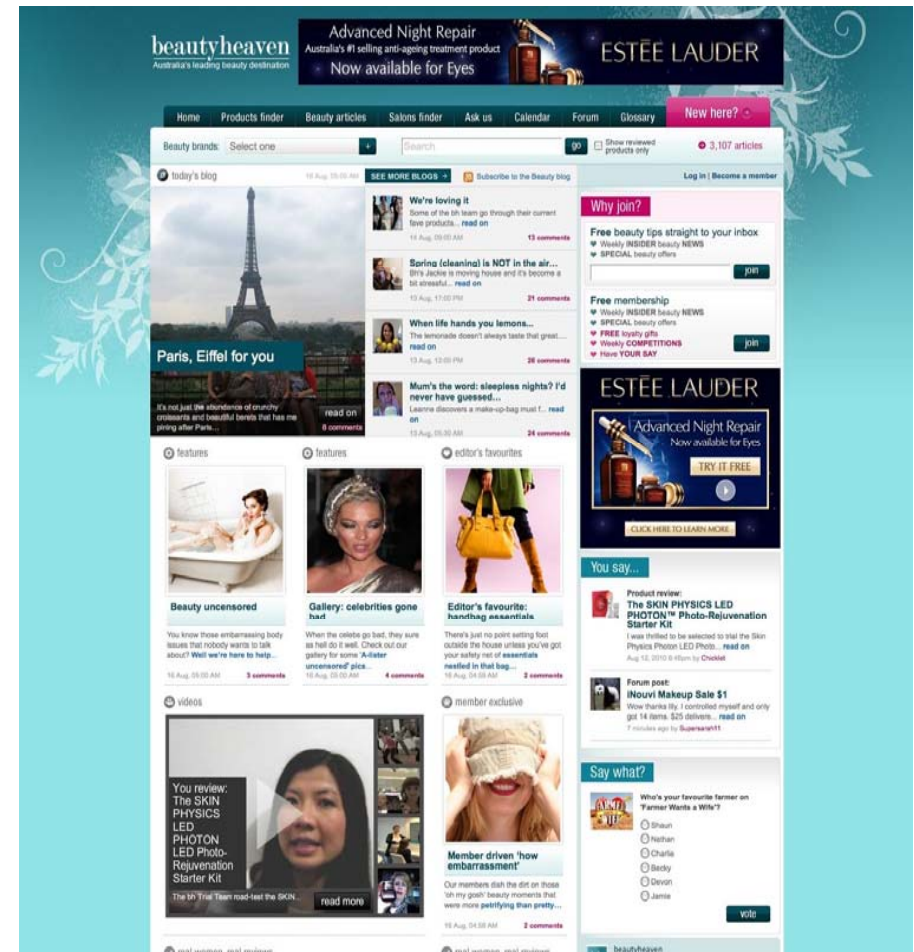
Launched in 2005 in response to building consumer demand for independent beauty information

The philosophy guiding the site development has been to build a trusted community – an environment delivering what consumers want:

- consumer-generated content
- pre-shop research
- peer-to-peer recommendation
- facilitation of open conversations about beauty

Since commercial launch in 2007 the site has realized significant growth in all consumer metrics

The stickiness and engagement of the audience has created unique opportunities for marketers and revenue has quickly scaled. The site has regularly been sold out in 2010 - at premium CPM's





star awards
beauty directory *2010*

The logo features a circular arrangement of light blue dots of varying sizes, creating a starburst effect behind the text.

beautyheaven understands women

beautyheaven's success has been a result of listening to and connecting with women.

We have created a trusted environment where women seek credible information and where they want to talk – to each other, to us and with beauty brands.

Key statistics:

145,201 unique browsers per month

866,697 page impressions per month

196,931 user sessions per month

42,384 email opt-ins from members who always want the latest in beauty news

Source: Nielsen SiteCensus October 2010

The biggest beauty review directory in Australia:

More than **55,000** consumer reviews in a comprehensive pre-shop directory

Two key types of women make up our audience:

The beauty expert & influencer – loves beauty, passionate, social, vocal, influential

The pre-shop researcher – intelligent, solution orientated, educated, savvy



beautyheaven
.com.au

“word of mouth” is the new ‘black’

...beautyheaven has established itself as the consumer destination for beauty brand recommendations

beautyheaven is seen as the online destination to cut through clutter – a trusted way to find out about products and opinions before they spend.

78% come to beautyheaven for pre-shop research

96% say the product reviews on beautyheaven influence their thoughts on a product

76% have bought a product after reading a beautyheaven review

“I get real people’s opinions not sales pitches”

“There are millions of products on the market. How do you know what’s worth it? beautyheaven tells me”

“I am put at ease in the understanding that the reviews are the honest opinions of real women”

“Word-of-mouth recommendations mean a lot more to me than any other type of advertising”

“I base my weekly beauty buys on product reviews from beautyheaven...”

(Source: beautyheaven.com.au “Women and beauty online” survey of 856 visitors in May 2009)

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The engagement of our audience has enabled us to create truly unique marketing solutions for beauty brands

- Trial Team Seeding Campaigns
- Video reviews by our members
- On pack endorsement stickers
- Sponsored forums
- Sponsored blogs
- Sponsored advertorial features



L'Oréal Perfect Clean Gentle Apricot Scrub

19 Sep 2010 04:57 AM | Posted by bh'sOlivia

Get the deep clean you dream of with this innovative face friend from L'Oréal Paris. The **Perfect Clean face scrub** contains hard-working apricot beads that aim to cleanse the face pore by pore – on a totally deeper level than traditional cleansers.

The real revolutionary star of this product is the Clean Pod. A flexible cleansing disc demo-clinically proven to clean the skin more effectively than traditional cleansers. The pod is made entirely from silicon and features 500 soft flexible tips that move easily around the contours of the face, cleaning as they go.

The pod also features a suction cap on the back, enabling the **Perfect Clean** to be stuck to your bathroom wall for instant, easy-to-reach access. Is that cool or what?

Save to my Favourites

Email to a friend

But before you welcome a new generation of clean pores, read what the Trial Team thought of its road-test...

L'Oréal Perfect Clean Gentle Apricot Scrub

"It's not everyday that you find a scrub that cleans down to the 'nitty gritty' of what's on your face. To put 'glow' to the biggest test, I applied a full face of makeup. I was blown away by how great it removed my makeup. There was no residue or tightness, just a squeaky clean feeling.

Another great thing about 'Glow', the apricot scrub, is that it smells just like a fruits basket. The orange colour itself is appealing but the smell is the most heavenly thing I have ever smelt.

All in all, L'Oréal's Perfect Clean Line with the new 'Clean Pod' appears to be a gimmick, but in actual fact, it's a new innovation that is sure to change the traditional methods of cleansing. Morning or night routines will be spiced up with this new 'Clean Pod' that delivers both fun cleansing and visible results; giving you skin that glows." **Rating: 5/5** - xCherrybliss

Check out Captaincheeky's video review below...



To check out the other Video Trial Team reviews, click here...

Search go Show reviewed products only 10,495 products

Why men are like lipsticks Log in | Become a member



Why men are like lipsticks

01 Mar 2010 04:58 AM | Posted by Editor

Being in beauty I've trialed my fair share of lipsticks. Having been single for the last three years, I've also trialed my fair share of men. And I've come to the conclusion that a lot of the time, they're one and the same – men are like lipsticks.

Lets start with the basics. So you're single and in the market for a man in your life – my guess is you're not just going to pick the first guy you see. You'll ask your girlfriends for their recommendations, check out what's being sold at your local beauty retailer, and most likely even test a few hues to see if they suit you. Sound familiar?

And how about when it comes to narrowing down the search for a soul mate. Despite what we may say, we've all got a 'checklist' regarding the qualities we want our boyfriend-to-be to have, and yep, you guessed it – it applies to looking for a new lipstick love too.

Just think about it for a minute. Are loyalty, commitment, and a happy future together high up on your list? Then chances are you prefer a lipstick with long-wearability and, once you've found your favourite shade, it'd take a lot to make you stray.

Looking for that sweet, sensitive soul who'll be caring and nurturing of your needs? Then something with a vitamin-enhanced, moisture-rich formula would most likely be ideal for you. Or maybe it's good looks, loads of money and a flashy car you want. If that's the case I'm guessing you'd find it hard to resist a designer-labeled, high-shine product, right? And if you're feeling flighty or don't know what you want out of a man at the moment, I'm willing to bet your handbag is also overflowing with lipsticks, glosses, and balms of all kinds.

Just don't wait too long lady, because if you don't snap up a good one when you see it, next thing you know it'll have been discontinued (and yes, I'm talking about lipstick here and letting your life-long crush be snapped up by some other sister – see how well this whole theory works?).

But with so many options out there a girl is often hard-pressed to choose her perfect match. Luckily, when it comes to lipgy, make-up mavericks, **Maybelline New York**, have done the hard stuff for us and merged all the great qualities you want into one fantastic new lipstick line-up – **Color Sensational Lip Color**.

Combining undiluted pigment with nourishing ingredients such as vitamin E and honey nectar, and specially formulated polymers, the lipsticks in this fab new range are rich in colour, ultra-hydrating, long-lasting, and give your lips a smooth, luscious-looking finish. And with 44 shades in the range, you'll be guaranteed to find a hue to suit your every whim. Now, if only someone could consolidate the eligible men like that...

Not ready to give up on gloss? We're not asking you to ditch it all together - just give lipstick a red-hot go and it could become your **new BFF**.

Check out our **homepage** next week for your chance to win a fantastic Maybelline New York Color Sensational Lip Color prize pack valued at over \$700!

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Free membership

- Weekly INSIDER beauty NEWS
- SPECIAL beauty offers
- FREE loyalty gifts
- Weekly COMPETITIONS
- Have YOUR SAY



beautyheaven Australia's leading beauty destination

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Beauty brands: Select one Search go Show reviewed products only 963 salons

today's blog 03 Mar, 12:00 PM | previous blogs | Subscribe to the Beauty blog Log in | Become a member

Week two already?
One week ago I embarked on a new regime in the quest for better skin, and it better... [read on](#) 18 comments

Beauty update
With nail polish-inspired computers, great styling savings, and a lip wardrobe one... [read on](#) 25 comments

See ya later sugar!
There comes a time in every girl's life when she feels like she needs go on... [read on](#) 25 comments

Beautiful, beautiful brown eyes
So blue eyes may be coveted a little more widely, but us brown-eyed girls do have... [read on](#) 36 comments

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A sweeter kind of scent
Scent is becoming a whole lot sweeter when they're helping people... [read on](#) 26 comments

Contacts vs. cosmetics: the battle is over
Are your contact lenses in constant battle with your cosmetics? Read our tips to how they can co-exist in perfect harmony... [read on](#) 41 comments

Ingredient spotlight: folic acid
Think folic acid is just for women preparing for pregnancy? We think again because it could keep you looking younger for longer... [read on](#) 33 comments

Why men are like lipsticks
After trialing my fair share of lipsticks and my fair share of men, I've come to the conclusion that they're one and the same... [read on](#) 61 comments

Product review: Pure Active Pimple Relief Cooling Roll-On
I love this cool little product it makes me skin feel fresh, moisturised... [read on](#) 8 hours ago by Marisa222

Forum post: foundation woes
Just found my face maskers foundation!!!

Maybelline New York

Color Sensational Lip Color

Overall rating: ★★★★★ 0

16 reviews so far

-
-
-

RRP: \$16.95

Articles about this product:
[Why men are like lipsticks](#)
[Trans-seasonal essentials](#)
[What colour am I feeling today?](#)
[Catwalk to can do](#)

Availability:
Selected pharmacies, department stores, variety stores and supermarkets nationwide.

Consumer Hotline:
For stockists, please call 1300 369 327

Web site:
www.maybelline.com.au

See more products from Maybelline New York

You say...

Hk_Candy Rating: ★★★★★ Aug 14, 2010 11:40am

pink please!!!
GREAT pigmentation! lasts for hours, affordable, sleek and unique packaging and best of all, when applied on lips it didnt make my lips itchy or swollen:
[Read the full review of Color Sensational Lip Color by Hk_Candy.](#)

Math4415 Rating: ★★★★★ Aug 10, 2010 4:38pm

great range
I brought the one of the mauve lippies last week. It stays on well and the colour is bright and pretty. totally love this range of colours
[Read the full review of Color Sensational Lip Color by Math4415.](#)

Rating: ★★★★★ Jul 20, 2010 11:01am

Some lessons we've learnt about
turning consumer engagement
into commercial success...

1. Think **BIG** in terms of where your business model could go in the future but stay true to what your business is

Don't attempt growth through watering down your core proposition or niche positioning

How can you make money?

- Selling eyeballs (listings, media & sponsorship)
- Selling stuff (products and services - ecommerce)
- Selling clicks (referrals to other sites or downloads)

2. **ALWAYS** respect the trusting relationship you have with your consumers – think of it long term

- Short term revenue may be tempting (eg homepage takeovers, bombarding an audience with sponsored messages) but how is it impacting on your consumer engagement?
- Treat consumers' email addresses as an act of trust – they are giving it to you in the trust that you will use it appropriately. Ask yourself every time you send them a message: am I really adding value to this consumer?
- Never sell customers' details to list providers, other third parties or partners. This is a breach of trust.

3. Create a trusted environment – that is genuinely two way.

- The original mass media model has been a one-way street involving an expert “pushing out” their point of view. Some bloggers are choosing this path – yet this is not how consumers are interacting.
- Ask your consumers what they want to see, for their ideas and reward interaction and quality feedback.
- We’ve found that the site and our consumers moderate themselves – due to the high level of trust created in the environment.

... and NEVER, ever censor!

Posted by:   Fluffy Bunny (South Yarra, Australia)

Loving the sound of all of these products, and can I just say how fantastic it is to have our lovely BH ladies reviewing them for us? It really makes me want to try these products, because I know I am actually getting advice from people I can trust.

Posted by:   MissKrispy (Narrabeen, Australia)

I love beauty products and enjoy the idea of reading other peoples reviews on products - rather than going off the manufacturers marketing blurb that will always tell you their product is the best!

Posted by:  TMc (Redbank, Australia)

I think BH is a great place to catch up on what's what with beauty products...without all the confusing scientific ingredients & glitzy advertising. I can count on the reviews & comments coming from REAL people who have actually used the products. Don't ever stop the great work!

Posted by:   Beauty Obsession (Keysborough, Australia)

I really like that Beauty Heaven is a place you can visit and read reviews from real people and not just take a beauty editor's word for it in a glossy mag. I like reading people's opinions who have a similar skin type/hair type/condition. I like to thoroughly do my research before handing my change over at a beauty counter. There are plenty other aspects that I like about Beauty Heaven and that includes chatting to members all over the country and making new found friendships.

Posted by:   jodib (Myrree, Australia)

I love your website. I can read beauty mags until my mind goes numb but the products reviewed are often those of sponsors, the information is brief and misleading. Here I can see what real people think about real products and I can stop wasting my money.

4. Take risks, be different and learn from your mistakes

- Don't get obsessed about what your competitors are doing
- You will inevitably make mistakes and in some cases big ones (ask me about our first iPhone app)
- Being a leader is about taking risks, trying different things, admitting when you make a mistake. Over time this pays off!

BE REAL AND BUILD TRUST

- With your consumer base
- With your customers
- With the experts that you partner with

AND

- Be proud of the culture created by your business



Meet the man behind the make-up

Napoleon Perdis is coming to Australia – and... read on

Could you be the Carrie Bradshaw of the cosmetics world? For your chance to guest blog on beautyheaven in 2011

Enter to WIN

Video: Debbie does demos - MNY Lash Stiletto Voluptuous Mascara
Want to know the best way to apply ma... read

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Free membership

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- ♥ SPECIAL beauty offers
- ♥ FREE loyalty gifts
- ♥ Weekly COMPETITIONS
- ♥ Have YOUR SAY

join





Thank you!

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