



Daily Glow, the leading online healthy beauty authority, provides a smart, fresh perspective on beauty from the inside out. The popular site and its mobile apps offer solutions-focused tools and information from industry experts, medical doctors, celebrities and celebrity stylists, plus an active community of beauty aficionados. *Daily Glow* provides information and inspiration for women to look and feel their best from the inside out – every day. This is one of the prestigious brands published by Everyday Health, Inc., the leading digital health and wellness company attracting over 40 million people monthly.

Facts at a Glance

- DailyGlow.com reaches over 1.5 million monthly unique visitors and receives over 5 million monthly page views*
 - Liesa Goins, Editor, *Daily Glow*
 - Jessica Wu, MD, Skin & Beauty Expert, *Daily Glow*
- Mobile App Stats**
 - Over 1.2 million *Daily Glow* mobile apps have been downloaded
- *Daily Glow* has 2 popular mobile applications
 - *Daily Glow Beauty Tips*
 - *Daily Glow Virtual Makeover*

About DailyGlow.com

- Offers credible advice from experts on skin, beauty, hair care, personal care, trends and product picks
- Home to many beauty experts including:
 - Dermatologist to the stars, Jessica Wu, MD – she's sharing the same skin secrets that help make the A-listers red-carpet ready
 - Cindy Barshop, *Daily Glow* Hair Removal Expert and owner of Completely Bare Spas and was previously a "Real Housewife of New York City"
 - Ni'Kita Wilson, *Daily Glow* Cosmetic Chemist
 - Gordon Patzer, PhD, *Daily Glow* Social Psychology Expert
 - Vincent Longo, *Daily Glow* Celebrity Makeup Artist
- DailyGlow.com's virtual makeover tool allows users to try on virtually hundreds of celeb-inspired hair styles and makeup looks from Halle Berry to Reese Witherspoon, along with accessories such as sunglasses, hats and earrings

About Daily Glow Virtual Makeover App

- Do you flip through the fashion magazines and wonder how your hair would look if it was styled like Kim Kardashian's? Are you afraid to change your hair color? Or if looking for a fun way to sample new looks, you are not alone. The *Daily Glow Virtual Makeover App* has helped thousands of people just like you.
- Virtually test new and different looks with model photo on your own photo
- It is like having a makeup artist and hair stylist at your fingertips

* Source: comScore Media Metrix, May 2012

**Source: Everyday Health Proprietary Research, October 2012

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About Daily Glow Virtual Makeover App (continued)

- Tens of thousands of makeover possibilities
- Share your 'new look' with friend on Facebook, Twitter or send via SMS to get friend's feedback
- Available for iPhone and iTouch
- Download all of the *Daily Glow* apps at the app store or at DailyGlow.com

About Daily Glow Beauty Tips App

- Receive a beauty tip each day, and your app will save 60 tips for quick and easy reference
- Browse hundreds of beauty and personal care tips and advice, from hair removal how-to's to explanations and advice on alleviating dark circles beneath your eyes
- Content includes: Tips, Skin, Hair, Makeup, Personal Care, Problem Solvers, and Groups
- Alphabetical categories for quick and easy browsing
- Great beauty tips for the gal on the go
- Do you get fed up having to try different nail polishes on your nails, then walking around town with a range of colors on each nail? Test different nail polish colors on your very own hand, virtually
- Users can use the "model" hand, or take a picture of their hand
- Users can select nail size and length to fit their hand
- Pick a polish color: select from hundreds of colors and patterns
- Available for iPhone and iTouch
- Download all of the *Daily Glow* apps at the app store or at DailyGlow.com

About Liesa Goins, Editor, Daily Glow

A graduate of the Columbia University School of Journalism, Liesa Goins [LEE-sa GO-ins] has been covering health and beauty for more than a decade. (Her first assignment was on red lipstick.) She has written about beauty for *Allure*, *Cosmopolitan*, *In Style*, *Prevention*, *Real Simple* and *Self* among other top national publications. Liesa also spent three years as the beauty editor for *Women's Health* where she won an American Academy of Dermatology Award for her reporting on sun protection and she also was nominated for a Fragrance Foundation (Fi Fi) Award. As a health and beauty expert, Liesa has been interviewed about various topics from shampoo ingredients to skin cancer prevention. As a Texas native, Liesa is a fan of sunscreen, big hair, and even bigger lashes. She resides in New York's Hudson Valley with her husband and their rescue puppy, Paco.

About Jessica Wu, MD, Skin & Beauty Expert, Daily Glow

JESSICA WU, M.D. is a graduate of Harvard Medical School, an Assistant Clinical Professor at USC Medical School, and a board-certified dermatologist. When she's not helping Hollywood's A-list get red-carpet ready, she's dishing up advice as Daily Glow's Skin & Beauty Expert and sharing skincare secrets on national television shows such as *The Doctors*, *Good Morning America*, *Entertainment Tonight*, and *E! Entertainment Television*. She lives in Los Angeles with her husband, and is a practicing dermatologist.

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