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Photo Release -- Just in Time for the Holidays -- NewBeauty Magazine Launches Second TestTube™ Pioneer Product Sampling Program Steps Up to Meet Demand

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NEW YORK, Dec. 7, 2006 (PRIME NEWSWIRE) -- Second only to the fictional Fountain of Youth, NewBeauty's TestTube™ program is the beauty industry's revolutionary answer to the perennial pursuit of beauty and youth. Now, just in time for the holidays, the second installment of the program is the perfect gift of beauty that delivers all year long, the one that offers insider skin-saving secrets and cutting-edge beauty enhancers.

A photo accompanying this release is available at  
<http://www.primenewswire.com/newsroom/prs/?pkgid=3101>

With growing industry and consumer buzz, The TestTube's™ innovative product testing program offers members the opportunity to indulge in an array of the hottest new products selected by the NewBeauty magazine editorial team. Each \$25 TestTube™ contains a new assortment and is delivered directly to members' doors four times a year.

What a way to enter the holidays and start the new year. For men and women who can't wait to try the latest and greatest when it comes to beauty and grooming, the TestTube™ program is the perfect gift. The first of its kind, the TestTube™ program pioneers an interactive experience where women and men can try products and ultimately shape future content in NewBeauty magazine and on newbeauty.com, while also providing valuable feedback to the product companies themselves.

Striking a chord with consumers, more than 10,000 recently signed up for the first TestTube™. From New York City professionals to socialites to beauty buffs, the TestTube™ offers a wide range of samples that allow any of these consumers to become their own beauty editor -- to try the best before they invest.

The 2nd TestTube™ contains a customized guide that details how to use the products and their key benefits for the super-charged assortment that includes:

- Babor Selection Ultimate Care
- Bioelements Sleepwear
- Jane Iredale PurePressed Base Palette
- Lancome Secret de Vie
- Purpose Redness Reducing Moisturizer (full size)
- Roc Lift and Define Night Cream (full size)
- SuperSmile Professional Whitening System(full size)

The TestTube™ has already proven to be a success, with 96 percent of members reporting that they will purchase one or more of the products from the first TestTube™ at full cost. Clearly, the NewBeauty reader is the ultimate beauty consumer: Discerning, proactive, committed and the perfect audience for the most innovative breakthrough in beauty this year, the TestTube™.

Photo is also available at NewsCom, [www.newscom.com](http://www.newscom.com), and via AP PhotoExpress.

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