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## marketing and trends



**YOUBEAUTY TO PARTNER WITH COSMOPROF**

Site will help select beauty brands for a new e-commerce site, BeautySage.com, which is scheduled to launch in May.

— Apr 19, 2012



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April 19, 2012

## YouBeauty to Partner With Cosmoprof

By BELISA SILVA

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YouBeauty.com is partnering with Cosmoprof North America's Discover Beauty program to select beauty brands for a new e-commerce site, BeautySage.com, which is scheduled to launch in May.

BeautySage intends to carry brands that bring the science of beauty to the masses. For six years, the Discover Beauty program has matched specialty retailers with emerging beauty brands. In past years, retailers such as Nordstrom, Henri Bendel, Bergdorf Goodman,

Sephora, QVC and HSN have secured partnerships with Discover Beauty brands.

Created by Dr. Mehmet Oz and Dr. Michael Roizen in 2011, YouBeauty.com is billed as the first Web site to explore the link between beauty and science. It has had more than 10 million unique visits since its launch last July.

For its newest initiative, merchants from YouBeauty will choose three up-and-coming brands that best fit with the BeautySage philosophy. The select Discover Beauty brands will be carried by BeautySage exclusively and marketed to its customer base for a limited time, whereby the top-selling brand will become a permanent addition to their assortment.