



March 29, 2017

HSN Launches Global Product Innovation Program, The Beauty Spy, With Chelsea Scott

New Monthly Program Will Introduce Audiences to Unique Beauty Finds From Around the World

ST. PETERSBURG, Fla., March 29, 2017 (GLOBE NEWSWIRE) -- Entertainment and lifestyle retailer, HSN, has partnered with TV personality and beauty industry professional Chelsea Scott, to launch The Beauty Spy. The program will appear monthly and exclusively on HSN, while simultaneously delivering a multiplatform experience to viewers. The Beauty Spy is already active on social media platforms such as [Instagram](#), [Facebook](#) and Snap Chat.

The Beauty Spy brings new, emerging and exotic beauty trends from across the globe to the United States. Scott works with a team of "beauty spy agents" in the beauty product development sector, including Ryan Sullivan, Preston Firestein and Alexis Montemurro. They have more than 30 years of collective experience in the beauty industry, and together search far and wide for the latest in innovative beauty, hair and skincare products. The products will be sold on HSN.com at a dedicated [Beauty Spy shop](#).

The program's first live television segment, The Far East, launched on March 3 at 7 p.m. The segment featured a successful launch of Mystic Lipstick (\$24.50), a jelly lipstick found on a recent trip to Asia that goes on clear and adjusts to the user's PH levels to create a unique shade for everyone, which sold out before the segment concluded.

Beauty Spy returns on March 30 at 7 p.m., and will feature goods from South Korea and Ireland. The show will debut products including the Gua Face Lifting Stick, based on Gua Sha, an ancient Asian massage that dates back thousands of years.

"The Beauty Spy combines my two passions — travel and beauty products," said Scott. "On my trips to countries like Italy, Greece and South Korea, I've found so many innovative products that can't be found here. The Beauty Spy allows me to share these products with the U.S. consumer."

Scott, the founder of The Beauty Spy and established hair care brand [TRUHAIR](#), is an acclaimed beauty professional with more than 20 years of experience in product development and marketing. She has successfully represented beauty products in various countries for more than 10 years, including HSN and live shopping channels in Canada, UK and Italy.

For more information, visit www.HSN.com (keywords: Beauty Spy) or join the conversation @HSN on Facebook and Twitter.

About HSN: HSN is a leading interactive entertainment and lifestyle retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, fashion/Accessories, and Electronics. HSN broadcasts live to approximately 94 million households in the US in HD 24/7 and its website - hsn.com features more than 50,000 product videos. HSN, founded 37 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit HSN.com, or follow @HSN on [Facebook](#) and [Twitter](#).

About Beauty Spy: The Beauty Spy brings new, emerging and exotic beauty trends from across the globe to the United States. Beauty industry expert, Chelsea Scott travels with a team of "agents" in the beauty product development sector, including Ryan Sullivan, Preston Firestein and Alexis Montemurro. They have more than 30 years of collective experience in the industry, and together search far and wide for the latest in innovative beauty, hair and skincare products.

Contact: Brooke Boyd 1 Hype Group 1 727.623.9085 1 www.hypegroup.net 1 brooke@hypegroup.net