

Outside Ventures LLC Announces Beauty Minder 1.1 Upgrade for iPhone

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Beauty Minder 1.1 is the world's first and only beauty organizer, enabling you to take complete control of all your beauty events. Never miss an appointment, while maintaining all key contacts in one beautiful place! Features include Google maps, direct dial and email, expense tracking, reminders, and calendar function. In addition, Beauty Minder is fully customizable to enable you to track other events, including health, wellness, and fitness. Beauty Minder remembers - so you don't have to.

Park City, Utah - Today Outside Ventures LLC, a developer of lifestyle iPhone and iPod touch Applications, announces Beauty Minder 1.1, an update to this popular women's iPhone Application on the iTunes Store. Beauty Minder is the world's first and only beauty organizer, enabling you to take complete control of all your beauty events. With this update, Beauty Minder 1.1 now provides support for additional Currencies, increases Amount fields, and provides a broader capability for entering past Events.

With Beauty Minder, you will never miss an appointment, while maintaining all key contacts in one beautiful place! Key features include Google maps, direct dial and email, expense tracking, reminders, and calendar function. In addition, Beauty Minder is fully customizable to enable you to track other events, including health, wellness, and fitness.

Beauty Minder was designed for today's busy, active woman. With Beauty Minder, you can immediately enter in appointments by category; the Home screen icons represent Hair, Nails, Waxing, Massage, Skincare, Massage, and Dermatology. The Home screen also provides a one touch "Add an Appointment" feature. But why stop stop there? Make it yours!

We have also provided the Add an Icon feature which allows you to pick from a wide variety of images (Doctor, Makeup, Weight Management, etc.) so that you can easily customize your Beauty Minder experience. Choose photography as your theme, or choose nature if you prefer. Beauty Minder is your one stop destination for living your beautiful life.

Feature Highlights:

- * Instantly Add Appointments (past and future) including Date, Time, Place, Cost, and Notes
- * View all upcoming appointments; review past appointments
- * Access complete contact information, organized by service (i.e. Hair, Nails) or category
- * Dedicated Beauty Minder Calendar
- * Set Reminders prior to appointments
- * View Spending by Event, Month, Year
- * Instant Dial and Email
- * Google Maps Feature
- * Currency Selection
- * Customizable icons and category settings to make it yours!

"The concept for Beauty Minder came to me one day when I was frantically trying to remember when to make an appointment at my local beauty salon," stated Sharon Cantwell, Founder of Outside Ventures LLC. "I thought it was probably time to make the appointment, but due to my packed calendar, I could not locate when my last appointment was. I wondered - what if I had a way to manage all of my beauty-related appointments, so that I would not have to search through my calendar, credit card statements, and checkbook? As I thought about it I realized that there was nothing available in the market to manage not only beauty but other health, fitness, and personal appointments that are so important to me. With Beauty Minder, I can finally focus on other tasks and leave the work to Beauty Minder."

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Device Requirements:

- * iPhone, iPod touch, and iPad
- * Requires iPhone OS 2.2.1 or later
- * 2.8 MB

Pricing and Availability:

Beauty Minder 1.1 is only \$3.99 (USD) and available worldwide, exclusively through the Apple iTunes App Store in the Lifestyle category. Review copies are available upon request.

Beauty Minder 1.1:

<http://www.beauty-minder.com>

Purchase and Download:

<http://itunes.apple.com/us/app/beauty-minder/id336002447?mt=8>

Splash Screen 1:

<http://www.beauty-minder.com/images/header.jpg>

Splash Screen 2:

http://www.beauty-minder.com/images/customicons_buy.jpg

Outside Ventures, founded in 2009, is a privately held company based in Park City, UT. Our mission is to provide consumers with a variety of fun, informative, and helpful products to enhance your lifestyle. From Beauty Minder to www.bikini-reviews.com, Outside Ventures strives to inform you, while simplifying your favorite leisure activities. Copyright (C) 2010 Outside Ventures LLC. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the USA and/or other countries.

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