



BY LINDA MOSS

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Maybe New Jersey-based reality shows have worn out their welcome.

"Jerseylicious," which chronicles the lives of the owners and stylists at the Gatsby Salon in Green Brook, N.J., drew only 320,000 total viewers for its debut Sunday night, according to Nielsen Media Research data supplied by Style Network.

The show, which airs at 10 p.m., posted a 0.42 rating with in the women 18-to-34 demographic.

There are eight hour-long episodes of "Jerseylicious," which is produced by Endemol USA, which has an impressive track record with hit reality-TV shows such as "Extreme Makeover: Home Edition," "Deal or No Deal" and "Big Brother."

"Jerseylicious" follows in the footsteps of Garden State-set programs such as Bravo's "The Real Housewives of New Jersey" and MTV's "Jersey Shore."

The show is about Gayle Giacomo and her daughter Christy Pereira, both of Bridgewater, re-launching their beauty salon, which is located in a strip mall on Route 22.

But the focus of the first episode was on the tension and fighting between makeup artist Olivia

Blois Sharpe, of Montville, a dead ringer for Snooki of "Jersey Shore," and hair stylist Tracy DiMarco of East Hanover.

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"Jerseylicious" got a lot of publicity in the Tri-State area, with big stories in the New York Post and Daily News.

A number of reviews, including one on The New York Times, panned "Jerseylicious." Some writers actually defended New Jersey, charging that shows such as "Jerseylicious" were perpetuating stereotypes about the state, by depicting its women as loud, over-the-top flashy, with too much makeup and big hair.