

# COVERGIRL



## THE NEXT BIG THING!

BIG, BOLD, LOOK-AT-ME LASHES

**NEW**

**LASHBLAST**  
VOLUME BLASTING MASCARA

**Available in 2 shades:**

Very Black, Black Brown

**Waterproof 2 shades:**

Very Black, Black Brown

In stores from 1 September, 2008

**RRP:** \$17.95

For stockist information call 1800 181 040

Covergirl LashBlast Volume Blasting Mascara is a perfectly matched system that combines an advanced volumising brush and a unique volumising formula to deliver thick, full dramatic lashes. Spherical wax particles in the volumising formula act as spacers to blast lashes into a perfect, plump fan. And the brush ... it's big ! It towers over the leading brush on the market and has 50% more bristles and a 25% bigger core than previous brushes of it's kind, which

means it can hold more mascara to create a big bold look. Dr Sarah Vickery, Senior Scientist for Covergirl explains "Most mascaras dump a lot of product at the base and then you have to fix it. We call that a dump-and-fix model. Brush technology has been stagnant for years, so we said we would start with a new brush, a better brush. There's more touch points and even coverage on contact. All of the lashes are volumised in concert. Now there's a more uniform definition right away."

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The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Ulta3 and Elite and is recognised as one of Australia's most successful emerging companies. Founded in 2000, Heat prides itself on its unique company culture and sums this up in four words given to it by the Heat team: creative, dynamic, passionate, smart. To learn more about Heat go to [www.heatgroup.com.au](http://www.heatgroup.com.au)