

COVERGIRL



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

THE NEXT BIG THING!

BIG, BOLD, LOOK-AT-ME LASHES

NEW **LASHBLAST** VOLUME BLASTING MASCARA

Introducing Covergirl LashBlast Volume Blasting Mascara. Gayle King, Oprah's best friend and the editor-at-large of O, The Oprah Magazine, has identified Covergirl LashBlast mascara as a 'standout' product. "This was the first time anybody's come to the offices with a scientist to explain how [the makeup] works," Gayle says. "This is the scientific explanation: A dual polymer system keeps the mascara from migrating underneath your eyes. That's code for it doesn't smudge."

LashBlast 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 what makes this mascara different? 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. Smudge proof and smear proof yet easy to wash away at the end of the day, Covergirl LashBlast Volume Blasting Mascara is designed to max out each and every lash for a better coverage. Every lash is singled out and coaxed up, out and away.

So go on try it and see why it's the mascara everyone is talking about!

To celebrate the launch of Covergirl LashBlast Mascara in Australia visit www.covergirl.com.au for the next biggest thing!

For further information on Covergirl or The Heat Group, please contact
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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