

COVERGIRL®



SMOULDERING SMOKY EYES The Complete Smoky ShadowBlast and LiquilineBlast Collection

Now available in a complete collection of six bold shades, **Smoky ShadowBlast** is the easy-to-use pen style eyeshadow that creates spotlight-ready smoky eye looks. To complement these eyeshadows, six matching shades of **LiquilineBlast** are also available in the latest on-trend colours.

SMOKY SHADOWBLAST COLLECTION

A colourful smoky eye has never been so easy thanks to **COVERGIRL ShadowBlast**. This clever, two-step system creates big, bold smoky eyes with amazing results. Now whatever the occasion, or whatever your mood, you can create a perfect smoky eye in any colour you choose.

- > **Onyx Smoke** – *Black and White*
- > **Silver Sky** – *Silver and Light Purple*
- > **Purple Plume** – *Deep Purple and Pink*
- > **Bronze Fire** – *Brown and Beige*
- > **Citrus Flair** – *Orange and Lime*
- > **Tempest Boom** – *Electric Blue and Light Blue*

For further information on COVERGIRL or The Heat Group, please contact:
Elisa Tubecki PR Manager: elisat@heatgroup.com.au Mob: 0437 457 611 Ph: 03 8545 7191

COVERGIRL®



- **Black Fire** – *Black*
- **Silver Spark** – *Grey*
- **Violet Voltage** – *Purple*
- **Brown Blaze** – *Brown*
- **Green Glow** – *Lime*
- **Blue Boom** – *Electric Blue*

- **COVERGIRL Smoky ShadowBlast** – RRP \$17.95
- **COVERGIRL LiquilineBlast Eyeliner Pencil** – RRP \$14.95
- **Stockists** – 1800 181 040

COVERGIRL Smoky ShadowBlast

contains two complementary eyeshadows in one shadow stick. These fashionable shade duos with uniquely designed ends, let you create a traditional or colourful smoky eye in two easy steps. The double-ended stick features expertly coordinated shades and two precision applicator tips – one for the base and one for the liner/crease – so you can easily apply, smudge and blend the eyeshadow to a smoky perfection.

LIQUILINE BLAST COLLECTION

To complement the new **Smoky ShadowBlast** shades, **COVERGIRL** is also launching six bold new **LiquilineBlast Eyeliner Pencils**.

Now you can effortlessly create brilliant eyeliner looks with the striking intensity of a liquid and the easy application of a pencil. The double-ended eyeliner includes the **Blast** smudger tip which has been specially designed to work with the liquid pencil formula to smooth lines for dramatic perfection. The flexible, angled shape tip allows for sculpting and easy smudging into the lash line.

Concentrated colorants offer intense colour and the waterproof formula ensures the liner won't budge.

The complete collection of **COVERGIRL Smoky ShadowBlast** and **COVERGIRL LiquilineBlast Eyeliner** will be on counter February 2011.

For further information on COVERGIRL or The Heat Group, please contact:

Elisa Tubecki PR Manager: elisat@heatgroup.com.au Mob: 0437 457 611 Ph: 03 8545 7191