

# COVERGIRL®



## COVERGIRL INTRODUCES A SMOKE OF GENIUS New Smoky ShadowBlast

A colourful smoky eye has never been so easy thanks to **COVERGIRL's** new **Smoky ShadowBlast**. This clever, two-step system creates big, bold smoky eyes with amazing results.

**COVERGIRL Smoky ShadowBlast** is a smoky eye tool plus makeup artist all 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 new, 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.

Women love the dramatic, smoky eye look that makeup artists create for celebrities, but getting it right without expert help requires a lot of technique and practice.

“**COVERGIRL Smoky ShadowBlast** takes the fear out of creating a smoky eye; it's a professional look that's easy for anyone to create,” says **COVERGIRL** National Makeup Artist, Katherine Conyers.

With **COVERGIRL Smoky ShadowBlast** it's easy to achieve smoky eye perfection – it's almost like having a makeup artist at your fingertips!

**Step 1** – Sweep the rounded end of the shadow stick over the entire lid.

**Step 2** – Use the angled end along the lash line and crease for bold definition.

**COVERGIRL Smoky ShadowBlast** will be on counter November, 2010 with one permanent and two limited editions shades, more exciting shades are to follow.

- **Onyx Smoke** – *Permanent*
- **Purple Plume** – *Limited Edition*
- **Tempest Blue** – *Limited Edition*

RRP – \$17.95

Stockists – 1800 181 040

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