

# COVERGIRL®



## OUTLAST BREAKFAST, LUNCH AND DINNER WITH...

Outlast Lipstain and Outlast All-Day Lip Colour

Always right up there with the latest trends and shades, **COVERGIRL** is launching three new shades of its popular **Outlast Lipstain** and **Outlast All-Day Lip Colour**!

### **COVERGIRL Outlast Lipstain**

After the success of this pen-style lipstain, **COVERGIRL** has extended the collection with:

- **Saucy Plum** – *A bold plum with a touch of red*
- **Scarlet Pucker** – *A bright blue based red*
- **Nude Kiss** – *A soft nude with a hint of brown*

**COVERGIRL Outlast Lipstain** is a lip colour so virtually weightless, so sheer, it won't weigh you down. It's an innovative, pen-style lip colour that delivers the feel of bare lips, and colour that lasts for hours.

The secret ingredients? Water-based colourants that infuse into the top layer of lips rather than coating the outside, so there is no waxy, sticky residue. The **COVERGIRL Outlast Lipstain** formula contains conditioners to soften and smooth lips, and is one of the few lipstains that doesn't contain alcohol, which can dry out lips.

### **COVERGIRL Outlast All-Day Lip Colour**

One of our most popular lip products, **Outlast All-Day Lip Colour** will also feature three new shades:

- **Sweet Burgundy** – *A rich plum with a touch of brown*
- **Red Affair** – *A true red with a hint of pink*
- **Faint Hue** – *A pink based nude*

With up to 16 hours of non-transfer lipstick, **Outlast All-Day Lip Colour's** double application is easy to use. Simply coat your lips with the liquid basecoat and after a quick drying time, apply the moisturizing, glossy topcoat, and that's all you need for the entire day. A business meeting over morning coffee, lunch with the girls, followed by that all important dinner date – **Outlast All-Day Lip Colour** 'outlasts' the rest!

The formula has botanicals such as Green Tea, Vitamin E and Jojoba to the colour basecoat and Aloe, Shea and Cocoa Butters, and Vitamin E to the topcoat, for a smoother glide of colour onto the lips. Not to mention, the light mixed berry fragrance is a delight to wear.

**New shades available – March 2011**

**COVERGIRL Outlast Lipstain – RRP \$17.95**

**COVERGIRL Outlast All-Day Lip Colour – RRP \$20.95**

**Stockists – 1800 181 040**

To learn more about **COVERGIRL** visit us at  
[www.covergirl.com.au](http://www.covergirl.com.au)

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