

COVERGIRL®

PRESS RELEASE - ON COUNTER APRIL 2009

Shadow is Back

Eyes for all occasions with the new Covergirl 4 Kit Eye Enhancers

Do you want glamorous eyes? Or are natural eyes more your look? Maybe you want to create some fun with a blast of colour? Whatever your style, with the new range of **Covergirl 4 Kit Eye Enhancers**, including the two new **Blast** shades, every trend can be created.

Now with 40 eyeshadow shades in the collection, you can trust **Covergirl** to be on top of the latest trends, so whatever look you're after – natural, classic, sexy, bold or fun – there will always be a look for you.

The new **Covergirl 4 Kit Eye Enhancers** are for statement making eyes. These eye shadows are not for the faint-hearted and with 6 new shades to choose from, the range boasts this season's top new colours for the popular bold eye look.

This collection of great shades is hand-picked by our make-up pros and designed to make your eye look go from day to night. They blend effortlessly to bring your eyes out beautifully, without overshadowing. Experiment by using them together or as single shades.

The 6 new shades include the two **Blast** shades **Tropical Fusion** (bright orange, blue and green) and **Dynamic Drama** (bright gold and green) for a splash of intense colour.

For a more chic look, highlight your eyes with **Blossoms** (pink and purples), **Drama Eyes** (silver and charcoal), **Sheerly Nudes** (browns and creams), and **Crystal Waters** (green and blue).

Combine these shadows with **Covergirl LashBlast mascara**, for statement making eyes, and big, bold look at me lashes.

Covergirl 4 Kit Eye Enhancers are available from April 2009.

Available in 6 shades

RRP – \$13.95

Stockists – Big W, Kmart, Priceline, Target, selected Woolworths and Coles supermarkets, and selected pharmacies – 1800 181 040



For further information on Covergirl or The Heat Group, please contact Elisa Tubecki: elisat@heatgroup.com.au MOB: 0437 457 611

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