

# COVERGIRL®



## CELEBRATE 50 YEARS OF COVERGIRL WITH CLEAN LIMITED EDITION PRESSED POWDER

From the runway to the red carpet, animal print is proving to be the hottest Autumn/Winter trend in 2011! **COVERGIRL** is embracing this fun and bold trend with the Clean Limited Edition Pressed Powder.

In line with all the **COVERGIRL 50<sup>th</sup> Anniversary** celebrations grab yourself a limited edition leopard print packaged **Clean Pressed Powder**. Right on trend, it's a fun addition to your makeup bag and this cute compact, with its stand out pattern, will always be easy to find.

**COVERGIRL Clean Pressed Powder** contains fresh powder with a silky texture that helps make pores appear less visible. The weightless, shine-free formula promotes a naturally soft and smooth look. Also containing Noxzema, **COVERGIRL Clean Pressed Powder** boasts oat flour (soothing), eucalyptus and clove oil. **COVERGIRL Clean Pressed Powder** is the perfect partner for **COVERGIRL Clean Liquid Makeup**, or can be used alone.

**COVERGIRL Clean Pressed Powder** helps you take off that mask, lose that heavy makeup look and slip into lightweight coverage that still looks like you. It's makeup that lets you – and your skin – breathe easy! Not to mention all products in the **COVERGIRL Clean** range are dermatologist tested and non-acnegenic.

**COVERGIRL Clean Limited Edition Pressed Powder** is available in 2 of our top selling shades – *Creamy Natural* and *Buff Beige*.

RRP – \$14.40

On counter – May, 2011

Stockists – 1800 181 040

THE NEXT  
GENERATION OF  
BEAUTIFUL  
IS YOU

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

Elisa Tubecki PR Manager: [elisat@heatgroup.com.au](mailto:elisat@heatgroup.com.au) Mob: 0437 457 611 Ph: 03 8545 7191

The Heat Group distributes leading cosmetic and accessory brands, Max Factor, COVERGIRL, Bourjois, 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](http://www.heatgroup.com.au)