

COVERGIRL®

DREW BARRYMORE



had it with masky makeup?

Try lightweight coverage that lets skin breathe!

the **NEW** look of COVERGIRL Clean Makeup

Take off that mask, lose that heavy makeup look and slip into lightweight coverage that still looks like you! **COVERGIRL Clean Liquid Makeup** – the makeup that lets you – and your skin – breathe easy!

In 1961, trading under the name Noxzema, **COVERGIRL Clean Liquid Makeup** launched the brand and the cult Clean formula still remains the same. In the lead up to **COVERGIRL Clean's** 50th Birthday we are taking our number one selling foundation and giving it a “face” lift!

COVERGIRL Clean Liquid Makeup is the same water-based formula for a look that feels unmistakably fresh and natural in sleek new packaging. The oil-free, non-greasy foundation still contains the “Noxzema package” – eucalyptus, camphor, menthol, clove oil and fragrance. The Noxzema ingredients also have the added benefit of caring for your skin. **COVERGIRL Clean Liquid Makeup** blends effortlessly to conceal imperfections and will leave skin feeling smooth.

COVERGIRL Clean Pressed Powder contains the same clean, 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.

All products in the **COVERGIRL Clean** range are dermatologist and non-acnegenic.

COVERGIRL Clean Liquid Makeup is available in 5 shades – Ivory, Creamy Natural, Buff Beige, Medium Light (new shade) and Natural Beige

RRP – \$15.50

COVERGIRL Clean Pressed Powder is available in 6 shades – Ivory, Creamy Natural, Buff Beige, Natural Beige, Creamy Beige and Classic Beige

RRP – \$14.40

On counter – February 1, 2010

Stockists – 1800 181 040

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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