

COVERGIRL®



NOW, BEAUTIFUL IS SENSITIVE

Lightweight Coverage that is Sensitive to your Needs

Your favourite **COVERGIRL** foundation is now specially formulated to love your sensitive skin – introducing **Clean Sensitive Liquid Makeup** and **Clean Sensitive Pressed Powder**.

The new **COVERGIRL Clean Sensitive** range boasts fragrance and oil free formulas that offer flawless lightweight coverage while protecting sensitive skin from irritation.

In new sleek packaging, the **COVERGIRL Clean Sensitive** range cares for your sensitive skin while effortlessly concealing imperfections, so the world doesn't see your makeup, just the look of great skin.

COVERGIRL Clean Sensitive Liquid Makeup features a water-based formula that lets your skin breathe while hiding imperfections and smoothing skin tone. The fragrance and oil free reformulation of our number one selling foundation has all the benefits of our cult classic original, but with added protection for sensitive skin. The silicon infused foundation ensures long lasting, lightweight coverage that blends easily for a natural-looking complexion that looks as fresh as it feels.

COVERGIRL Clean Sensitive Pressed Powder features a silky smooth formula that adapts to your skin tone for a natural finish while making pores appear less visible. The fragrance and oil free formula shields sensitive skin while controlling shine and perfecting coverage. The weightless **Clean Sensitive Pressed Powder** is the perfect partner for Clean Sensitive Liquid Makeup, or can be used alone.

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

Proving that **COVERGIRL Clean Makeup** is sensitive to both your needs and to the needs of the world, **COVERGIRL**, in partnership with the Children's Safe Drinking Water (CSDW) program, has proudly launched the Clean Makeup for Clean Water campaign. Every day more than 4,000 children in developing countries die from diseases due to unsafe drinking water and the Clean Makeup for Clean Water campaign hopes to raise awareness and support for this global issue.

COVERGIRL kicked off the campaign with a donation of \$500,000 to the CSDW and a promise of support in addressing critical global need for clean, safe drinking water. "**COVERGIRL's** generous donation will provide 50 million litres of clean water to children in need around the world," says Dr. Greg Allgood, Director, CSDW.

COVERGIRL Clean Sensitive Liquid Makeup is available in 3 shades – **Creamy Natural**, **Buff Beige** and **Classic Beige**.
RRP – \$15.50

COVERGIRL Clean Sensitive Pressed Powder is available in 3 shades – **Creamy Natural**, **Buff Beige** and **Classic Beige**.
RRP – \$14.40

On counter – July 1, 2010
Stockists – 1800 181 040

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

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