

COVERGIRL®



LIPWEAR HAS NEVER BEEN SUCH A BLAST!

Introducing COVERGIRL ShineBlast Lipgloss

Say hello to a diamond-like shine with **COVERGIRL ShineBlast Lipgloss**. Luminescent droplets of pearlized pigment form a shimmer behind the shine for the perfect lipgloss look. It's a gloss packed with a fun flash of iridescent colour.

The uniquely shaped applicator of **COVERGIRL ShineBlast** delivers more shine in a single swipe than the leading gloss. The applicator hugs the contours of lips and boasts a tapered tip for precise shaping and control. The flexible scoop applicator with a built-in product well is designed to help deliver a fuller, more sculpted look.

The polymer and oil-rich formula of **COVERGIRL ShineBlast Lipgloss** boasts a high shine with a lightweight feel. The gloss is also non-tacky which is common in traditional lip glosses that boast a high shine.

The range of 6 shimmering high-shine shades deliver a brilliant, glossy finish and perfectly polished pout:

- **Smolder** *Light brown with a touch of pink*
- **Firecracker** *Bold red with a touch of orange*
- **Radiate** *True pink*
- **Heat** *Fuchsia pink with a touch of glitter*
- **Beam** *Soft peach*
- **Aglow** *Soft pink with a touch of glitter*

COVERGIRL ShineBlast Lipgloss is part of the Blast family which was launched by the number one selling **LashBlast Mascara** in September 2008, and also includes the new **LashBlast Length Mascara**.

With **COVERGIRL ShineBlast Lipgloss** lips are sculpted and defined with a blast of shimmer behind the shine.

COVERGIRL ShineBlast Lipgloss is available June, 2010
RRP – \$15.95
Stockists – 1800 181 040

Illustration only, Drew Barrymore shade not available in Australia

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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