



COVERGIRL[®] & OLAY[®]

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IS YOUR MAKEUP AGEING YOU?

Introducing Covergirl
SIMPLYAGELESS™

Did you know that your makeup can actually make you look older? Even anti-ageing department store brands can settle into fine lines and wrinkles, ageing the appearance of your skin. **Covergirl** and **Olay** have joined forces to create an amazing alternative – **Covergirl** foundation with **Olay Regenerist** serum inside.

Introducing **Covergirl's** break-through anti-ageing foundation **Simply Ageless** – makeup that stays suspended over fine lines and wrinkles to create a flawless coverage for a more amazing you!

The key difference of **Simply Ageless** is the 'suspension' formula. Once applied, the cream melts into a liquid. The foundation's pigment structure then creates an 'innovative suspension system', where the solid-to-liquid foundation floats over the skin. This lightweight foundation is still firm enough to provide great coverage – for a beautifully even skin tone.

Now with **Covergirl Simply Ageless**, no longer do women have to make sacrifices in their look and skin condition to obtain full coverage. In addition, the **Olay Regenerist** serum contains vitamins, skin conditioners and anti-oxidants to actively smooth the skin.

Comedienne Ellen DeGeneres is the spokesperson for **Covergirl's Simply Ageless** range. It's the first beauty campaign for the Emmy award winning talk show host.

"I'm thrilled to be a **Covergirl**," said DeGeneres. "I've been practicing in my bathroom mirror for years... Now finally, you'll all be able to see it."

According to Esi Eggleston Bracey, Vice President and General Manager, Global Cosmetics, Procter & Gamble Beauty and developers of **Covergirl Cosmetics**, DeGeneres knows first-hand, from her daily sessions in the makeup chair preparing for her national television show, that many foundations – even expensive department store brands – can actually make you look older.

"We developed **Covergirl** and **Olay Simply Ageless** for all the women, just like Ellen, who told us they're looking for quality products that help them look and feel beautiful at any age," says Eggleston Bracey.

Enhance the appearance of flawless skin – be **Simply Ageless**.

Available in five shades – *Ivory, Classic Ivory, Creamy Natural, Buff Beige and Natural Beige.*

Covergirl Simply Ageless is available from Big W, Kmart, Target, Priceline, selected Woolworths and Coles supermarkets, and selected pharmacies from **May 2009**. RRP – \$24.95

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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