

# COVERGIRL®



## AN INSTANT FACELIFT

COVERGIRL & Olay  
Simply Ageless Serum Primer

Introducing **COVERGIRL & Olay Simply Ageless Serum Primer** – the 3-minute facelift effect\* – that will give you instantly firmer looking skin without the prestige price.

**COVERGIRL & Olay's** first-ever age-defying **Serum Primer** with **Olay Regenerist** smoothes and firms the skin's appearance to create an ageless canvas for foundation application.

The advanced **Serum Primer** hybrid formula moisturises like a serum and leaves a smooth base on the skin like a primer for a facelift effect. The lightweight, creamy formula applies clear on the skin and provides continuous moisturisation for up to 8 hours.

**Simply Ageless Serum Primer** improves skin's exfoliation rate by actually helping to reveal new skin over time. Plus, the **Olay Regenerist** serum contains an Amino-Peptide Complex to improve skin texture and glycerin that hydrates to help firm skin's appearance.

For optimal results, use with **Simply Ageless Foundation** to help improve skin texture and tone for the most effective anti-ageing solution from **COVERGIRL**.

**Simply Ageless Serum Primer** is dermatologically tested, suitable for sensitive skin, oil free and won't clog pores.

Boasting **Simply Ageless Foundation**, **Simply Ageless Concealer** and **Simply Ageless Primer Serum**, the **COVERGIRL Simply Ageless Boutique** is one of mass cosmetics' most comprehensive anti-aging beauty regimens.

**On counter – August 1st, 2010**  
**RRP – \$24.95**  
**Stockist – 1800 181 040**

*\*By firming skin's appearance with results. It's not comparable to surgical procedures.*

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