

COVERGIRL®

PRESS RELEASE - ON COUNTER FEBRUARY 2009



NEW
WETSLICKS
AMAZEMINT
WITH PEPPERMINT OIL

BRIGHTENS YOUR SMILE™

Covergirl introduces... a new fresh glossy pout that **brightens your smile**

More than just a lip gloss, Covergirl introduces a new 3-in-1 lip gloss experience! A unique product that delivers a non sticky high beam shine, increases the brightness of your smile and has an added boost of breath freshness with Crest Peppermint Oil that leaves an instant cooling sensation on the lips. A gorgeous glossy pout and pearly white teeth combined with a minty breath sensation – what more could you want from a lip gloss? Covergirl Wetslicks AmazeMint gives your lips an amaz-ing smile treatment!

Covergirl Wetslicks AmazeMint is a collection of mint-infused lipglosses that consists of 8 glamorous bright bold colours that shimmer and glisten as well as 2 brightening shades, Toast-ed and Un-wined with blue undertones that give the appearance of whiter teeth.

Wetslicks AmazeMint's formula has creamy, moisturising qualities while still conditioning the lips. The unique doe foot 'magic wand' applicator offers a clean application, optimising delivery of the product on the lips and minimising streakiness.

Covergirl Wetslicks AmazeMint is a unique addition to the highly popular Wetslicks range. It has had great success internationally and we believe it will quickly become a favourite with Australian consumers. Available in 10 shades.

RRP \$12.95

Available from February 1, 2009 from Big W, Kmart, Priceline, Target and selected pharmacies. Specific shades available in selected Coles and Woolworths stores nationally. Call 1800 181 040 for full stockist details.

To learn more about Covergirl visit us at www.covergirl.com.au

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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