

COVERGIRL®

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Smoothers AquaSmooth Compact Foundation

Moisture balancing_{makeup}

Water is essential to our overall health and beauty, but especially for our skin. Current beauty products help us store or retain moisture - sometimes too much moisture where we don't need it, and not enough moisture where we do. Imagine a beauty regimen that channels water to optimise its power. Understanding how you can move moisture where you need it isn't rocket science. It's Aquacurrent Science.

Introducing Covergirl NEW Smoothers AquaSmooth. Inspired by Aquacurrent Science, the vitamin-enriched formula directs the movement of moisture to wherever it is needed to achieve the ideal moisture balance on the skin. The formulation works with the natural properties of water and has been shown to help increase water concentration in the top layer of the skin while giving smooth even coverage. Over time, imperfections virtually vanish and skin tone becomes more even. Occlusives in the formula specifically keep moisture on the skin by forming a barrier at the skin surface and blocking evaporation.

Covergirl's new Smoothers AquaSmooth formula is enriched with Vitamins B3, B5 and E to help improve skins texture, and aid tissue repair.

Upon contact with the skin, this innovative oil-free foundation transforms from a solid makeup into a liquid during application, then dries to an even, powder-light finish. Containing less than 3% wax, this foundation is ideal for touch ups without heavy build up. It also contains oil-absorbing powders, which control shine on the face.

Packaged in an airtight compact to keep the makeup fresh and mess-free, the compact contains a mirror and sponge applicator for application and quick touch-ups.

Covergirl Smoothers AquaSmooth Compact Foundation will be available from Big W, Kmart, Priceline, Target, selected Woolworths and Coles supermarkets and selected pharmacies beginning in March 2009.

Available in 4 shades - Ivory, Natural Beige, Buff Beige & Creamy Natural.

RRP \$20.25



NEW
Aqua
AquaSmooth
foundation
Aquacurrent™
SCIENCE

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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