

COVERGIRL



GLISTEN UP! LashBlast Luxe Mascara

On counter – November
RRP – \$17.95
Stockists – 1800 181 040

It's time to amplify that shimmer in your eyes. CoverGirl introduces LashBlast Luxe Mascara for big bold lashes now with a hint of shimmer.

Regular mascara gives you volume, but many women want a mascara with a little something extra that makes her (and her lashes), stand out from the crowd.

And this is what CoverGirl has created with LashBlast Luxe Mascara. Thick, full, dramatic lashes with a luxurious iridescent shimmer for a show-stopping lash look that commands attention.

The latest addition to the Blast family, the mascara boasts the blackest black formula with the LashBlast fat moltrusion brush that

reaches each and every lash, now enhanced with 4 luxurious iridescent finishes of black:

- > Cabernet – *A hint of burgundy*
- > Royale – *A shimmer of blue*
- > Emerald – *A glimmer of green*
- > Platinum – *A touch of silver*

No-one can forget that the CoverGirl LashBlast brush is big! It towers over the leading brush on the market – it has 50% more bristles and a 25% bigger core than previous brushes of its kind, which means it can hold more formula. Add a touch of stunning luminous shimmer and you have look at me lashes that will stand out from the crowd.

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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