

COVERGIRL®



THE LIPWEAR THAT DOES WHAT A LIPSTICK CAN'T

New CoverGirl Outlast Lipstain Collection

Imagine a lip colour so virtually weightless, so sheer, it won't weigh you down. Introducing **CoverGirl Outlast Lipstain**, an innovative, pen-style lip colour that delivers the feel of bare lips, and colour that lasts for hours.

The secret ingredients? Water-based colourants that infuse into the top layer of lips rather than coating the outside, so there is no waxy, sticky residue. The **CoverGirl Outlast Lipstain** formula contains conditioners to soften and smooth lips, and is one of the few lipstains that doesn't contain alcohol, which can dry out lips.

"Women have told us they like the way lip colour completes their beauty look, but they crave the feel of bare lips," says Esi Eggleston Bracey, Vice President of **CoverGirl** cosmetics. "**CoverGirl Outlast Lipstain** provides beautiful, stay-put colour and precision application superior to lipgloss, without the sticky, heavy film layer of many traditional lipsticks. It's the ultimate lip colour formula for the woman who doesn't want to compromise."

Cleverly packaged as a fine-tip texta, **CoverGirl Outlast Lipstain** provides simple, precision application.

CoverGirl Outlast Lipstain will be available in ten virtually weightless shades – *Cinnamon Smile, Flirty Nude, Berry Smooch, Sassy Mauve, Wild Berry Wink, Teasing Blush, Plum Pout, Coy Coral, Bit of Blossom* and *Everbloom Kiss*.

RRP – \$17.95

Available September 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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