

elite®

MODELS FASHION
STYLED IN PARIS

FOR IMMEDIATE RELEASE

PAGE 1 of 2

GLAMOROUS AND UNIQUE, NEW ACCESSORIES LINE KEEPS YOU LOOKING YOUR BEST

Melbourne, VIC September 18, 2007 Unique, quality and designer styled new fashion and beauty accessory line, **Elite**, has hit the Australian market. The exciting new French line ties together innovative new technologies with a glamorous 'model look' unlike other accessories on the market. The new line includes hair, nails and beauty accessories and is available in Targets and select pharmacies from September 17th, 2007.



Behold a mirror and brush – all in a compact less than 7cm X 2.5cm. How is it possible you query, that such a small unit can provide a brush inside?

Flip the cap open, push from the under side, and a fantastic little brush pops out. Use the mirror end of the compact as a handle and smooth those locks.

What woman couldn't use a handy little unit such as this that lets you both brush those fly-aways back in to place and see to reapply your lippie? The compact size means this little guy will fit in to even your smallest handbag.



And what about those pesky clippings that fly every which way when you go to trim your toes and nails? Worry no more, Elite has you covered with their unique new toe and nail clippers that have an inbuilt catcher. Each little click of the clippers sees your nails delivered safely into the catchments area – never to be found on your bathroom floors again. Think of all the time you'll save cleaning up after a trim!

Styled in Paris and made in France, **Elite's** new fashionable, **beautiful high quality** range of hair, beauty and nail accessories target the fashion forward 16-30 year market. The range of 'professional' products is broad and diverse. Along with their innovative new accessories, Elite has also rolled out beautiful traditional accessories including headbands, clips and barrettes, brushes, combs, mirrors and all of the nail accessories you could possibly ever need, from scissors, to toe separators, pumice stones and files.

The up market accessories have all been **fashion styled by models**, providing the consumer a 'model look'. The **Elite** modeling agency, with 35 years in the industry, is renowned world wide as the number one modeling agency. Leveraging its unprecedented notoriety the Elite agency created Elite licensing in 1998 and has since developed the brand via a wide range of products, including this exciting accessories line.

Gillian Franklin, managing director of The Heat Group, distributor for Elite's accessory line states, "Heat is thrilled to distribute this beautiful accessory brand, which offers Australian consumers a broad range of superior quality, designer styled products. Now everyone can afford to accessorize like a model".

Elite products are available at Target and selected pharmacies from mid September. For stockists, please call 1-800-181-040.

About Elite and The Heat Group

Elite Model Looks offers high quality, model styled beauty, hair and nail accessories for the fashion forward market. The Parisian made accessories, packaged in trade mark black and white packaging, provide consumers an affordable opportunity to look and feel like a model.

The Heat Group distributes leading cosmetic 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. For more information on the Heat Group visit www.heatgroup.com.au

For further information on Elite or The Heat Group, please contact:

annmariejohnston

pr manager

annmariej@heatgroup.com.au

TEL +613 8545 7107

FAX +613 9548 9127

...get hotter with heat

###