

THE WORLD'S NO.1
MODEL AGENCY

elite®
MODELS' FASHION
STYLED IN PARIS

PRESS RELEASE

Special Edition Metallic Manicure and Beauty Tools

Taking its cue from Autumn/Winter 09 runway shows, Elite is launching a limited edition range of on-trend, metallic gold and diamante encrusted manicure and beauty tools.

Autumn/Winter 09 trends saw the return of military inspired trench coats and pants, 70's bohemian pieces with classic tailoring, flowing Grecian dresses and gothic inspired pieces. Futuristic and theatrical, metallics graced the runways in gold and silver, embellished with precious stones.

Elite, the international, fashion-forward beauty accessory brand has created metallic and diamante encrusted pieces that are stylish, edgy and unique, offering a fashionable twist on the latest must-have beauty items. All beauty tools and accessories in this limited edition line are based on some of Elite's top selling pieces, with stylish and sleek new designs.

Elite manicure and beauty accessories are affordable, made from high quality materials and styled in Paris. From makeup brushes to diamante-encrusted tweezers, Elite fashion accessories are truly glamorous and unique, adding model style to your makeup bag and beauty routine.



The special limited edition range includes:

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| Gold Retractable Blusher Brush | RRP \$15.95 |
| Gold Toe Nail Clippers | RRP \$6.45 |
| False Eyelashes Diamante | RRP \$16.95 |
| False Eyelashes Glitter | RRP \$16.95 |
| Diamante Tweezers | RRP \$8.95 |
| False Fashion Nails | RRP \$16.95 |
| Gold Compact Mirror | RRP \$12.95 |

Elite Special Edition Metallic Manicure and Beauty tools are available from April 1, 2009 exclusively from Target stores nationally. For stockists, please call 1800 181 040

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.

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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