



PRESS RELEASE
FOR IMMEDIATE RELEASE

Pedicure Perfection

Summer is the time to expose your toes in a sexy pair of strappy sandals, so a pedicure is essential to have your feet looking pretty. If you'd rather spend your money on shoes than at a salon, a DIY pedicure is the way to go.

Fashion-forward French beauty accessory brand, **Elite**, has a great range of high quality pedicure tools that are not only affordable but recommended by **Elite** models. The stylish French line offers an extensive and diverse range of products that are sleek, durable and easy to use.

Prep your feet for those upcoming summer parties with a range of Elite's core products by following these simple steps:

- Soak feet in a large bowl of warm water for 10 minutes. Add a few drops of essential oil to create a relaxing at-home sensory experience.
- Gently rub an **Elite Double Sided Pedicure File – RRP \$5.65** over the soles of your feet to slough away any dead skin and rejuvenate the appearance of your feet.
- Next, shape your nails with **Elite 4 Function Nail Polisher – RRP \$7.25**. Begin by filing nails down so all nails are the same length. Ensure that when you do this you start at one edge and move across to the other in one single motion, rather than sawing back and forth which can weaken nails. Next shape nails, rounding the edges as you go. Go on to perfect nail edges by ensuring that all edges are even with side number 2 of the file.
- Rub some cuticle oil into the cuticles and use a small amount of foot cream to hydrate feet.
- Using **Elite Cuticle Clippers – RRP \$25.95**, carefully nip away any excess cuticles and hangnails.

- Push cuticles back gently using an **Elite Cuticle Stick – RRP \$3.25**. The sticks are made of wood so they treat your nail base with care and come in a pack of 20 for many a pedi to come.
- Using the **Elite 4 Function Nail Polisher – RRP \$7.25** again, give nails intense sheen by using side 3 for a glossy look or side 4 for brilliant sheen.
- Put on your pair of **Elite Toe Separators – RRP \$3.35** for a smudge free polish application.
- Finish off your pedi by painting your nails with a shade of **Ulta 3 Nail Polish – RRP \$2.00** – there are over 80 to choose from. Firstly coat your nails with a base coat to extend the longevity of the polish and complete the look with a bright summery shade.

Stockists – 1800 181 040

For further information, please contact:

Elisa Tubecki

PR Manager – The Heat Group

T – (03) 8545 7191

M – 0437 457 611

E – elisat@heatgroup.com.au

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