

elite®

MODELS FASHION

STYLED IN PARIS

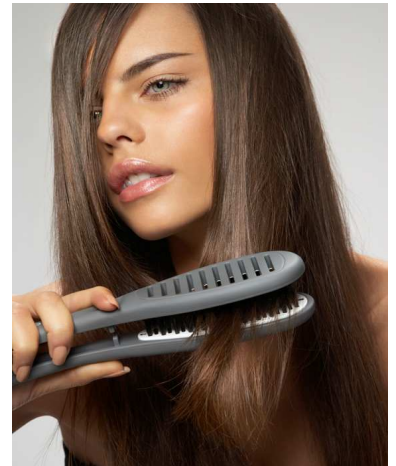
FOR IMMEDIATE RELEASE

PAGE 1 of 2

ELITE HAIRBRUSHES GALORE UNMANAGEABLE HAIR? NO MORE!

Is your hair unruly, unmanageable, unsightly? No more! No matter your hair style, shape or need, Elite has something in its range to bring out your best. Our broad range includes 100% boar bristle brushes, ceramic brushes, cushion brushes, vented brushes and purse brushes.

So why so many choices? Because different hair has different needs. Elite has brushes for long hair, short hair, medium hair; for curly hair, straight hair, and in-between hair. Brushes to make your hair curly, straight or volumized. And the right choice can make the difference between volume, shine, control and shape or a dull, lackluster and unmanageable mess.



A brush for all of your needs

For **More Shine** choose from Elite's 5 Brushes with 100% Boar Bristle. Boar hair, renowned for its strength and resilience helps you maintain your hair condition and stimulates your scalp by distributing oils for a healthy look and encourages a natural shine. (Shown here is the **Boar Bristle Cushion Brush RRP 18.95 for (small) or 19.95 (medium)**)



For **More Volume** choose Elite's **100% Boar Bristle Shaper Brush - RRP 19.95 (small) or 20.95 (medium)**. The shaper reduces breakage, promotes lustre and encourages natural shine and health – while reducing 'fly away hair'. Choose the small shaping brush for curls and waves, or the medium brush for added volume and bounce.

For **More Control** choose **Elite's Ceramic Straightening Brush (RRP \$19.95)**. The ceramic coating distributes heat evenly and retains heat better than aluminum, cutting your drying time in half. The brush helps to retain your hairs moisture and smooth cuticles. The brush has 100% Boar Bristles for added shine and a soft touch handle for anti-slipping.



For **Travel Needs** choose **Elite's Mini Folding Brush (RRP \$9.95)**. This compact brush is the perfect travel companion with its



mirrored compact and retractable cushioned ball tips. Should a standard brush be more to your liking, Elite also has vented purse brushes and cushion brushes in miniature size, perfect for your handbag.



The hair brush list continues on with cushion brushes (perfect for carefully detangling and grooming all hair types) and basic brushes with plastic bristles with ball tips making any detangling easy for straight or curly hair, offered in a short hair groomer, medium hair groomer and long hair groomer.

So whatever your needs, when you're looking to fix your tresses, look for the trademark black and white packaging, for Elite Model's Hair Brushes. Elite hair brushes and hair accessories are available at Target and selected pharmacies. For stockists, please call 1-800-181-040.

About Elite and The Heat Group

Elite Model Looks places the dream of a 'model's way of life' within every woman's reach. Offering high quality, model styled beauty, Elite's hair, nail and beauty accessories target the fashion forward market. Parisian styled 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:

brandyparis

brandyp@heatgroup.com.au

TEL +613 8545 7108

FAX +613 9548 9127

...get hotter with heat