

COVERGIRL

Covergirl Is All About You This Christmas



This time of year we exhaust so much of our energy buying gifts for friends and family that sometimes we forget to treat ourselves. Well, neglect ones self no more! For a limited time, purchase a specially marked pack, containing Covergirl's amazing LashExact Mascara, and receive a bonus, full-size Covergirl Perfect Blend eyeliner, worth \$11.95.

Covergirl's bonus pack is instrumental in creating the perfect natural eye, this Summer.

Unlike mascara's you've used in the past, Lash Exact's breakthrough brush has flexible bristles which glide through lashes effortlessly. The result? Superior lash separation without clumps or mess!

No clumps on the brush means no clumps on your lashes. Because LashExact doesn't clump, it's easier for you to reach even the tiniest of lashes without a fuss.

Your bonus product, Covergirl's Perfect Blend Eye pencil, has a gentle blender tip, allowing you to create the perfect smoky eyes, by lightly defining the eye without using heavy lines. The results – the perfect natural Summer eye!

This fabulous combo won't last long, so while you're out doing your Christmas shopping, don't forget to take care of yourself, too!

Covergirl Lash Exact Mascara with bonus Eye Pencil will be on counter from November 2007, in Very Black and Black Brown.

RRP: \$15.95. Available from Priceline, Target, Kmart, Big W & selected pharmacy outlets.

For further information on Covergirl or The Heat Group please contact:

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About the Heat Group

With leading cosmetic brands, Max Factor, Covergirl, Bourjois, Red Earth and Ulta 3, Heat is recognised as one of Australia's most successful emerging companies, an award-winning Employer of Choice with an established track record of growing brands. 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 and smart. For more information on the Heat Group visit www.heatgroup.com.au