

COVERGIRL

**Take the guess work out of shade selection
with Covergirl's new TruBlend Collection.**

a colour matching system
as easy as 1 2 3



Introducing NEW TruBlend Liquid Makeup, TruBlend Minerals Pressed Mineral Foundation, TruBlend Pressed Powder, TruCheeks and TruConceal – on counter this July.

Covergirl has refreshed its TruBlend Collection through the launch of five new products: **TRUBlend Liquid Makeup**, **New TRUblend Minerals Pressed Mineral Foundation**, **TRUBlend Pressed Powder**, **TRUCheeks** and **TRUConceal**. Designed to be used together, these products are organized by a numbering system that divides the Collection into 3 shade palettes for easy, goof-proof selection.

The key to this Collection is in the technology. To further improve the TruBlend Collection we have created new formulas to make **Covergirl TruBlend Liquid Makeup** and **TruBlend Pressed Powder** better than ever. Unlike other face products, the new TruBlend formulas feature an exclusive "skin affinity" pigment system. Created with brighter chroma-colour spheres that go beyond matching, the formula actually merges with skin upon application to imitate your precise colour. New silky smooth **TruBlend Minerals Pressed Mineral Foundation**, a blend of pure, microfine minerals, offers an alternative to liquid make-up. Pair these with **TruCheeks** and **TruConceal** for an easy, breezy, hassle-free look!

New TruBlend Liquid Make-up rrp19.95

New technology utilises the most advanced, new-to-the-world, colorants to be used in foundation in 40 years – these multi-tonal pigments are actually attracted to skin so they spread out and blend in to achieve what Covergirl calls "skin affinity," resulting in a perfectly blended, undetectable finish

- Easy to apply, new formula, feels light on the skin and provides a natural look that covers without looking like a mask
- This water-based foundation contains light emollients for even coverage that conceals imperfections, yet leaves your skin feeling smooth with a natural, no makeup look
- Dermatologically tested, TruBlend is hypoallergenic, safe for sensitive skin and fragrance and oil free so it won't clog pores

New TruBlend Minerals Pressed Mineral Foundation rrp\$19.95

Specially designed to work with TruBlend Pressed Powder, Blush, and Concealer – first, select your foundation number **1-3**; then match to the corresponding TruBlend Minerals Pressed Mineral Foundation number

- Get healthy-looking, flawless coverage that feels barely there!
- NEW TruBlend Minerals Pressed Mineral Foundation is a blend of pure, micro-fine minerals that's so silky-smooth, it goes on powder-light to cover like a liquid and help conceal imperfections beautifully
- Dermatologically-tested formula that is oil and fragrance free and won't clog pores, it is suitable for sensitive skin

New TruBlend Pressed Powder rrp\$18.50

Specially designed to work with TruBlend Foundation, Blush, and Concealer – first, select your foundation number **1-3**; then match to the corresponding TruBlend Pressed Powder number

- Utilizes the same high chroma "skin affinity" colorants as TruBlend Liquid Makeup; vibrant, multi-tonal pigments that are attracted to skin
- Silky-smooth formula adapts to your skin tones for a natural, no-makeup look
- Hypoallergenic formula is dermatologically-tested, non-comedogenic, suitable for sensitive skin and won't clog pores

New TruConceal rrp\$12.95

Specially designed to work with TruBlend Foundation, Pressed Powder and Blush – first, select your foundation number **1-3**; then match to the corresponding Concealer number

- Perfectly camouflages under-eye circles and light skin imperfections
- The sponge tip applicator makes blending gentle, smooth and easy
- The creamy concealer is non-acnegenic and dermatologically-tested

New TruCheeks rrp\$13.95

Specially designed to work with TruBlend Foundation, Pressed Powder and Concealer – first, select your foundation number **1-3**; then match to the corresponding Blush number

- Powder-based formula provides a beautiful, natural look instantly
- Mix-to-match colors perfectly complement your skin tone
- Portable compact includes a brush for easy touch-ups and on-the-go application

**For further information on Covergirl or The Heat Group, please contact Brandy Paris: brandyp@heatgroup.com.au
MOB: 0425 726 115 TEL: +613 8545 7108 FAX: +613 9548 9127**

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