

COVERGIRL

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DEFINE THOSE EYES AND HEAD OFF TO THE BEACH COVERGIRL – INTRODUCES VOLUMEEXACT WATERPROOF MASCARA AND LINEEXACT LIQUID LINER

The weather's warming up, our jumpers have been demoted to the back of the robes and thoughts of summer beckon us with temptations of surfing, sunning and spending time at the beach. But even as the beach inspires the au-natural look, every girl knows that well defined eyes are still a must!

The beach babe in all of us will swoon with Covergirl's new **VolumeExact Waterproof Mascara (RRP \$15.95)**. Available in Very Black and Brown Black, VolumeExact Waterproof contains VolumeExact's breakthrough brush that surrounds-each-lash with two tiny micro-chambers, plumping and separating each individual lash. Providing volume with improved separation, VolumeExact Waterproof Mascara means your brush is clump free and your lashes are clump free, ensuring your mascara is easy, breezy and beautiful every day.



To help achieve the perfect look, pair VolumeExact Waterproof Mascara with smudgeproof **LineExact Liquid Eyeliner (RRP \$11.95)**. The precision point tip of LineExact Liquid Liner makes it easy to control and draw a precise line from thick to thin. Gliding smoothly across your lids, the formula dries fast and is smudge proof hour after hour – even as you lather on your SPF and take a romp in the waves.

So pull out your beach towel and flip flops and enjoy yourself at the beach, knowing that smudge-proof LineExact Liquid Liner and VolumeExact Waterproof Mascara are keeping you looking picture perfect.

VolumeExact Waterproof Mascara (RRP \$15.95) and **LineExact Liquid Eyeliner (RRP \$11.95)** are available from February 2008 and can be found at Priceline, Target, Kmart, Big W, Woolworths/Safeway, Coles & selected pharmacy outlets. Call 1-800-181-040 for full stockist details.

The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Elite and Ulta3 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 The Heat Group, please visit us at www.heatgroup.com.au.

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...get hotter with heat