

COVERGIRL

On Counter (Grocery) February 2008

Wetslicks Fruit Spritzers – Now In Your Grocery Aisle A burst of fruity shine – without all that sticky!

Covergirl Rihanna has just claimed two of the coveted **2007 World Music Awards**. Our easy, breezy, beautiful Covergirl was named the World's Best-Selling Pop Female Artist and Female Entertainer of the Year.

You might not have her voice, but you can get lips that shine like Rihanna with Covergirl's popular new Wetslicks Fruit Spritzers. And as of February 2008, Covergirl's Wetslicks Fruit Spritzers will be available in your grocery aisles so you won't have to go far to get Rihanna's luscious look.

The range of fabulous fruity high-shine lip-glosses provide an extraordinary sensorial experience like no other! With 6 delicious fruity flavours, Wetslicks Fruit Spritzers contains a unique formula that combines the shine of a lip-gloss without the stickiness combined with the protection of a lip balm which improves your lip condition over time!



Wetslicks Fruit Spritzers are available in 6 flavours, including Berry Splash, Strawberry Splash, Watermelon Splash, Papaya Splash, Raspberry Splash and Tangerine Splash. (*Flavours may vary store to store*).

Wetslicks Fruit Spritzers will be available in Woolworths, Coles and select independent grocers from February 2008 for RRP **\$9.95**.

Call 1-800-181-040 for full stockist details.

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 The Heat Group, please visit us at www.heatgroup.com.au.

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...get hotter with heat