

# COVERGIRL

Press Release

Date: 12 July 2007

## Covergirl introduces Wetslicks Fruit Spritzers Squeeze on a burst of fruity shine – without all that sticky!



Covergirl is proud to announce Rihanna, the no. 1 recording artist with her hit single 'Umbrella' at the top of the charts and a third album on the way, as the new Covergirl.

Rihanna shines in Wetslicks Fruit Spritzers, the new range of fabulous fruity high-shine lip glosses which provide an extraordinary sensorial experience like no other!

Delivering luscious glossed lips in a range of delicious fruity flavours, Wetslicks Fruit Spritzers contains a unique formula that combines the shine of a lip-gloss without the stickiness and the protection of a lip balm which will improve your lip condition over time!

Wetslicks Fruit Spritzers will be available in 10 new flavours, including Berry Splash, Cool Coca Mint Splash, Lemon Splash, Papaya Splash, Tangerine Splash, Watermelon Splash, Raspberry Splash, Strawberry Splash, Grape Splash, Plum Splash.

Wetslicks Fruit Spritzers will be available from **15 October 2007** from Target, Kmart, Big W, Priceline and selected pharmacy outlets for RRP: **\$9.95**.



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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](http://www.heatgroup.com.au)