

# COVERGIRL®

Do your moisturising lipsticks feel great when you first apply them,  
but minutes later – they're gone?

welcome to paradise

## **new** outlast all day smoothwear lip colour

Lipsticks do feel nice but do they last? Not so fast. The search for a moisture rich, long-wear lip colour is over! With 10 clean, fresh, natural shades, the look – and feel – is paradise for your lips. THE HEAT GROUP introduces COVERGIRL OUTLAST SMOOTHWEAR, an all-day colourcoat containing PermaTone with a moisturising topcoat. Discover a collection that has a smooth look and feel that lasts all day - even through eating a meal! Colour that will work morning, noon and night.

SMOOTHWEAR's unique moisturising topcoat contains 90% conditioners that help soften and glossify lips, while the rich colour coat smoothes fine lines, providing a satiny look and feel in a formula that stays beautiful throughout the day. Seal in the conditioning topcoat, seal in the moisture, and seal in the feel!!

Its 8 hour colour you don't have to re-apply. Delivering luscious lasting lip colour with a rich top coat for sensuous moisture rich picture perfect appearance.

COVERGIRL will support the SMOOTHWEAR introduction to the market with national television and print advertising, in-store merchandising and make-up tips on the brand's award-winning web site [www.covergirl.com.au](http://www.covergirl.com.au)

Original Outlast All-day Lip colour is still available in 26 shades.  
\$19.95 RRP.

For further information, contact: Brandy Paris of The Heat Group  
on 03 8545 7108 or [brandyp@heatgroup.com.au](mailto:brandyp@heatgroup.com.au)

# 10 LUSCIOUS SHADES

nude satin  
870

spiced satin  
875

mauve spice  
satin 885

soft blush  
satin 860

rose satin  
810

mauve  
satin 805

copper satin  
850

wine satin  
820

coffee satin  
895

bronzed satin  
890