



## PRESS RELEASE

For Immediate Release

### BRONZING IT UP THIS SPRING AND SUMMER

**Melbourne, VIC September 1, 2007** – Warm up your look in this summer's hottest makeup trend, head to toe bronze. Ultra 3 Colour Cosmetics offers a range of hues highlighting the trend, at a budget anyone can afford.

This spring and summer the bronzed goddess look is in and Ultra3 Colour Cosmetics can provide you with all of the product that you need to maintain this hot new trend at a price that won't break your budget. To get the look, pull out your coin purse and get shopping, as Ultra3's products start from only \$2.00.



Eyes, nails, lips, and powder... Ultra3 provides everything you could want to maintain the new trend. Starting with the nails, Ultra3 offers a large range of bronzed shades at only \$2.00 each, such as Ultra3 Nail Enamel in Antique Copper. Then on to the eyes, add Storm in a Cup, Ultra3's Quad Eyeshadow. At only \$6.95, this quad shadow provides the perfect combination for the ultimate bronzed eye look. To get the all over face and body glow, use Ultra3's lavish face and body bronzing powder. At only \$7.95, this luxurious deep tub of powder will give you a warm glow both day and night. Lastly, tie the look together with 'Pudding', Ultra3's gorgeously glossy lip gloss, in a rich colour to match your nails for only \$3.95.

No matter the trend or outfit, Ultra3 Colour Cosmetics provides the perfect colour for every occasion. Whether it's this season's gorgeous bronzed colors or an outfit you're hoping to match, Ultra3's Impulse beauty range of more than 236 products provides the perfect colour to match any trend or new outfit, all at a price that won't break the bank.

Ultra3 products are available at select pharmacies throughout Australia. For stockists, please call 1-800 181 040

#### **About Ultra3 and The Heat Group.**

Ultra3 is a well established, highly competitive cosmetic brand operating within the impulse market. Loved by all ages, Ultra3 offers quality cosmetics at an affordable price. Colour Me.

The Heat Group distributes leading cosmetic brands, Max Factor, Covergirl, Bourjois, Red Earth, Elite and Ultra3 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. For more information on the Heat Group visit [www.heatgroup.com.au](http://www.heatgroup.com.au)

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**...get hotter with heat**

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