



**More Bronzer for Your Buck!
Introducing The Big Bronzer by Ulta 3**

PRESS RELEASE

Colourful and fun cosmetics brand **Ulta 3** introduces the first ever **Big Bronzer** to their range. Measuring an impressive 10 centimetres in diameter – one of the biggest on the market – you can pick up a large amount of product on your brush for a complexion that looks naturally radiant and bronzed.

The Big Bronzer enhances the skin's natural colour using warm tones that build colour gradually on the skin. Infused with pearl pigments, **Ulta 3's The Big Bronzer** creates a 'sun-goddess' look – highlighting the cheeks, forehead and chin in a warm satin matte finish. Available in one shade, this product is suitable for all skin types.

For a beautiful bronzed-beauty look, use a large fluffy brush to apply **The Big Bronzer** to the face. Pick up a decent amount of bronzer and apply it in the shape of a '3', starting in the centre of the forehead, working around and under the cheekbones, and finally under the chin.

Applying bronzer in this way will ensure you add colour to the natural contours of the skin and where the light naturally hits the face. To finish off, apply a small amount down the centre of the face.

For those women looking for value for money in their cosmetic bags, **The Big Bronzer** is the ultimate in budget beauty, ensuring you get the most out of the product.

The Big Bronzer by **Ulta 3** is available 1st November, 2009.

RRP – \$9.95

Stockists – 1800 181 040

Ulta 3 is a well established, highly competitive cosmetic brand operating within the impulse market. Loved by all ages, **Ulta 3** offers quality cosmetics at an affordable price. Now available in Terry White Chemists.

For further information, please contact:

Elisa Tubecki

PR Manager – The Heat Group

T – (03) 8545 7191

M – 0437 457 611

E – elisat@heatgroup.com.au



The Heat Group distributes leading cosmetic and accessory brands, Max Factor, CoverGirl, Bourjois, 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 Heat go to www.heatgroup.com.au