

# ulta3

colour me

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## Marvelous Matte

As fashion takes a cooler turn, nothing sets off a winter look like a bold statement lip. Colourful and fun cosmetics brand **Uta 3** introduces the new **Matte Lipstick Collection**. The new and improved formula allows you to create a perfect matte finish without the dry feeling on your lips. The range boasts all the nourishment of a moisturising lipstick in 10 versatile matte shades.

Straight from the catwalk, a bold statement lip is the look of the season and **Uta 3** has the perfect colour to match your personal style – no matter your age or skin tone.

In its chic new black casing, the **Matte Lipstick Collection** includes a variety of shades such as nude, berry, burnt orange and red. All ideal for recreating runways looks both day and night.

With the impressive price tag of \$3.95, the **Uta 3** range provides a guilt-free, economic way to update your beauty look with a splash of bold on-trend colour.

### The Matte Shades:

- Pink Pout Matte: *A shimmery, dusty pink*
- Sandalwood Matte: *A natural nude with a hint of soft orange*
- Brown Sugar Matte: *A deep berry with a touch of brown*
- Deep Red Rose Matte: *A deep, rich red*
- Rose Bloom Matte: *A soft, deep pink*
- Hot Pink Kisses Matte: *A bright fuchsia pink*
- Plum Velvet Matte: *A deep, strong plum*
- Orange Crush Matte: *A bold tangerine*
- Harem Pink: *A bold hot pink*
- Misty Mauve: *A soft pink with a touch of purple*

The **Uta 3 Matte Lipstick Shades** are available from April, 2010.

RRP – \$3.95

Stockists – 1800 181 040



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The Heat Group distributes leading cosmetic and accessory brands, Max Factor, COVERGIRL, Bourjois, Uta3 and Elite and is recognised as one of Australia's most successful entrepreneurial 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](http://www.heatgroup.com.au)