

ulta3 colour me

**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

Chic & Sheer Ultra3 Spring/Summer Sheer Neutrals Lipstick Collection

This season's lips are light and delicate with glimpses of coral and pink. Impulse cosmetics brand **Ultra3** introduces four new lipstick shades in their **Spring/Summer Lipstick Collection – Sheer Neutrals**.

This chic and sheer collection has a range of versatile colours that can reflect any mood or occasion. The colours are soft and subtle – perfect for an overall natural look or to complement a strong smoky eye.

The delicate nudes, pinks and peaches are fresh from the European Spring/Summer runway looks, and ideal for both day and night makeup looks. Enriched with moisturising properties, this lipstick is light yet deposits a good strength of colour on the lips. The formula goes on effortlessly with little bleeding.

The **Ultra3 Spring/Summer Lipstick Collection** can be worn by women of any age and with various skin tones. Plus, at the impressive price of only RRP \$2.95, if you can't decide on a shade just buy them all!

The Sheer Spring/Summer Shades:

- **Peaches – A delicate peach**
- **Coral Reef – A bright coral with a pink base**
- **After Dusk – Nude with a touch of peach**
- **Ballet Basics – The softest of pinks**

The Ultra3 Sheer Neutrals Spring/Summer Collection

On Counter – 1st October, 2010

RRP – \$2.95

Stockists – 1800 181 040

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The Heat Group distributes leading cosmetic brands, Max Factor, COVERGIRL, Bourjois, Elite, Ultra3 and NYC, 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.