



**Press Release**  
**For Immediate Release**

## **Purple Passion**

As the weather cools down, make a bold statement with your makeup and begin with none other than statement lips. Colourful and fun cosmetics brand **Ulta3** introduces six new berry and mauve lipstick shades in their **Autumn/Winter Lipstick Collection**.

The collection features colours inspired from the catwalk including fabulous fuchsia and bright berry tones, to dark purple and soft mauve to complement the latest studs, leather and embellished fashion.

The versatility in the colour range ensures there is a shade for everyone no matter your age, skin tone or personal style. Not to mention a dash of on-trend colour is the quickest way to update your entire look.

The **Autumn/Winter Lipstick Collection** is available in six different tones of berry and mauve, and thanks to **Ulta 3** there is no need to break the bank trying to follow the latest beauty trends. The **Ulta 3** lipstick is still priced at an impressive \$2.95 (RRP) – cheaper than a takeaway latte!

### **The Purple Passion Shades:**

- Purple Fusion – *berry pink*
- Purple Revival – *soft pink with a touch purple*
- Purple Fuchsia – *bright fuchsia pink*
- Jewelled Purple – *light soft plum*
- Plum Purple – *rich berry plum*
- Berry Purple – *berry plum with a hint of brown*

The **Ulta 3 Autumn/Winter Lipstick Shades** are available from 1<sup>st</sup> March, 2010.

RRP – \$2.95

Stockists – 1800 181 040

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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 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

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