



**Press Release  
For Immediate Release**

## **1 Million Women Can't Be Wrong**

Impulse cosmetic brand **Ulta3** has sold over one million nail polishes in the last year and is now the number one selling nail brand in Australian pharmacies.\*

With over 80 shades available at the competitive price of only \$2 (RRP), it seems the extensive range and high quality of **Ulta3** continues to drive women into stores.

However, it's not only the customers that are reaping the benefits of this Australian owned cosmetics brand; it's also pharmacy owners. Stocked in over 700 pharmacies, the average pharmacy is selling over 1,500 units of **Ulta3** nail polish annually. Some accounts are turning 11 stock turns per year!

**"Ulta3 is one of the top five profitable products in our store – top five in unit sales and top five in profitability. From a marketing point of view, Ulta3 is a product that drags people into the store, which has worked tremendously for our business,"** says George Bournazos, owner of the Burwood Amcal Pharmacy in NSW.

Owner of the Sole Pattison Chemists' in Crow's Nest and St Clair NSW, John Loveridge, was introduced to the **Ulta3** 10 years ago and the brand has been a constant success.

**"The gross profit per square metre and total gross profit for inventory is exceptional. The return on investment is far better than any other cosmetics brand,"** says Loveridge.

From standard classics and celebrity trends, **Ulta3's** extensive nail range is at a price everyone can afford. The enamel is salon quality, long-lasting and features every colour from classics to neutrals, or on-trend hues.

**Ulta3** continues to grow to unprecedented levels and well established, highly competitive full category cosmetic brand operating within the impulse market.

**Stockists – 1800 181 040**

**RRP – \$2.00**

\*CTFAF09

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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 go to [www.heatgroup.com.au](http://www.heatgroup.com.au)