

PRESS RELEASE

## ulta3 Spring/Summer Pretty Pastels collection

Impulse cosmetics brand **ulta3** delivers on trend nail collections each season. Inspired by the runways of Paris and New York **ulta3** brings you **6 new shades** in the **Spring/Summer 2012 Pretty Pastels collection**.

Pastel hues, from sweet pale pinks to sky blues, make nails look feminine, clean and fun, and they perfectly complement a glowing spring tan.

Update your nail wardrobe with the prettiest of pastels! The versatile new nail shades are the ultimate fashion accessory this spring and summer.

### Shades:

Corsican Rose  
Soft Hydrangea  
Pink Peony  
Lilac Bloom  
Pale Dahlia  
Orange Blossom



ulta3's Pretty Pastels collection also comes with a gift with purchase. Spend \$10 on the ulta3 range and receive a free designer tote bag, designed exclusively by Neryl Walker for ulta3.

Impulse cosmetics brand ulta3 has sold over 4.8 million nail polishes in the last year and is now the number one\* selling nail brand in the Australian market.

ulta3 offers a quality nail enamel and a range of colours that compliment your entire wardrobe at the affordable price of just \$2.00. ulta3 is not only a nail brand but also a well-established, highly competitive full category cosmetics brand operating within the impulse market.



### ulta3 Spring/Summer 2012 Pretty Pastels nail collection

**On Counter** - September 2012

**RRP** - \$2.00

**Stockists** – 1800 181 040

[www.facebook.com/ulta3](http://www.facebook.com/ulta3)

*\*ulta3 boasts the number one Nail Polish in Australia, selling over 4.8 million units – CTFA 2012 All Channels Unit Sales*

For further information and product samples, please contact:

Bethany Hughes | PR Coordinator | The Heat Group | [bethanyh@heatgroup.com.au](mailto:bethanyh@heatgroup.com.au) | 03 8545 7127

The Heat Group distributes leading cosmetic and accessory brands, Max Factor, COVERGIRL, Bourjois, Ulta3, essence and Billie Goat Soap 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](http://www.heatgroup.com.au)