



**For Immediate Release**

## **CELEBRITY INSPIRED NAILS AVAILABLE TO THE MASSES**

Chanel may have brought black polish into style, but that doesn't mean you have to lose your eye teeth to test drive one of today's hottest looks. Ultra3 liberates you to test out two of the season's hottest looks, striking black and shocking white nails, with little damage to your back pocket.

We've seen it on all the hottest celebs, Nicole Richie, Ashley Olsen, and Victoria Beckham – Black and White Polish are ultra trendy at the moment. While these celebs might have the money to throw away, how does the girl next door get the hot look without blowing all of their spending money?

Ultra3 Colour Cosmetics has the answer! The number one company for nail polish sales\*, Ultra3 provides an extensive range of colours across all of its categories at prices anyone can afford. Offering long lasting nail polish in over 60 dynamic colours, you can capture two of the season's hottest colors with **Ultra3 Nail Enamel in Black Satin and Lily White** at only \$2.00 each!

Whether it's your standard classics, a celebrity trend or an outfit that drive your style, Ultra3's high quality products and range of over 236 products will meet your fashion needs at prices everyone can afford.

Ultra 3 products are available at select pharmacies throughout Australia. For stockists, please call 1-800-181-040.

\*Source CTFA 2006

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### **About the Ultra3 and the Heat Group.**

Ultra3 is a well established, highly competitive cosmetic brand operating within the impulse market. Loved by all ages, Ultra3 offers quality cosmetics at an affordable price. Colour Me.

The Heat Group distributes leading cosmetic brands, Max Factor, Covergirl, Bourjois, Red Earth, Ultra3 and Elite 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. For more information on the Heat Group visit [www.heatgroup.com.au](http://www.heatgroup.com.au)

*For further information on Ultra3 or the Heat Group or, please contact:*

**annmariejohnston**

pr manager

[annmariej@heatgroup.com.au](mailto:annmariej@heatgroup.com.au)

TEL +613 8545 7164

FAX +613 9548 9127

...get hotter with heat