



ulta3

an impulse range of high quality, colour cosmetics for all ages



Magnetic Nails

First to mass market, **ulta3** launches Magnetic Nails. The unique formula has been developed with metallic and iron particles to create a pattern on the nail using magnetic forces. As the magnet is held over the nail, these particles react to the designs in each magnet.

The six metallic shades of **ulta3** Magnetic Nail Polish comes with one magnetic included. There are also four additional magnetic available that can be used to create alternative and unique patterns.

The Magnetic Nail Polish Range

- **Ulta3 Magnetic Nail Colour in Allure**
- **Ulta3 Magnetic Nail Colour in Bewitched**
- **Ulta3 Magnetic Nail Colour in Seductive**
- **Ulta3 Magnetic Nail Colour in Enchanted**
- **Ulta3 Magnetic Nail Colour in Hypnotic**
- **Ulta3 Magnetic Nail Colour in Spellbound**

Impulse cosmetics brand **ulta3** has sold over 1.5 million nail polishes in the last year and is now the number one selling nail brand in the Australian market.*

With **ulta3** expect salon quality nail enamel that is long lasting and features every colour from classics to neutrals, and on-trend hues. **ulta3** is a well-established, highly competitive full category cosmetics brand operating within the impulse market.

On counter – June, 2012
Ulta3 Magnetic Nail Colour – RRP \$5.00
Additional Magnets – RRP \$3.00
Stockists – 1800 181 040

**ulta3 boasts the number one Nail Polish in Australia selling over 1.5 million units – CTFA 2011*

For further information on **ulta3** or The Heat Group, please contact
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The Heat Group distributes leading cosmetic and accessory brands, Max Factor, COVERGIRL, Bourjois, **ulta3**, Elite, essence cosmetics 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