

PRESS RELEASE

## ulta3 PRO Salon Manicure range

Give your nails the salon treatment at home!

Australia's number one selling nail brand ulta3 has taken it up a notch with their new **PRO Salon Manicure** range. This new and exciting range allows today's busy women the ability to create a salon quality manicure in the convenience of their own home and at an extremely affordable price.

Available in **10** versatile shades the **ulta3 PRO Salon Manicure** range has five benefits in one bottle:

- Base Coat
- Vitamin Enriched
- Colour
- Top Coat
- Fast drying

The unique 5 in 1 formula ensures a super durable, chip-proof manicure that everyone will be proud to show off.

At a cost effective price of \$5.00 per bottle you'll not only have a salon quality manicure at home, you'll be able to have a manicure every week! The cost of one salon manicure = 8\* bottles of Ulta3 PRO Salon Manicure.

\*Based on an average salon manicure cost of \$40

Not only does the PRO Salon have a salon quality formula, it also features a patented brush exclusive to the ulta3 PRO range. The wide, flat brush allows for easy, one stroke application.

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The **ulta3** Salon Pro nail range is available in 10 brilliant shades:

- Red Affair
- Electric Sunrise
- Hot Pink Petals
- Coral Crush
- Pretty in Pink
- Tutu Pink
- Purple Fusion
- Lilac Dream
- Sky Blue
- Café au Lait



Impulse cosmetics brand **ulta3** has sold over 4.6 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 ulta3's wider range of nail polish 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.

### ulta3 PRO Salon range

**On Counter** - September 2012

**RRP** - \$5.00

**Stockists** – 1800 181 040

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

\* CTFA All channels unit sales 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, 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)