

## Announcing 8 NEW beauty essentials to join the MUD Make-up Design range

Exceptional quality at an affordable price, MUD Make-up Design is boosting confidence in make-up application for the Australian beauty lover. MUD is the fastest growing cosmetic brand in Woolworths\*.



**NEW MUD Eyeshadow Palette - Blush Rosé**  
RRP \$12.00

Featuring five silky eyeshadows in a range of finishes and textures, the velvety formulas glide across the lid without grabbing, pulling or creasing. Use solo, mix, blend or layer as desired, for endless on-trend eye looks.

**NEW MUD Kajal Smudge Eyeliner – Charcoal**  
RRP \$6.00

Create a soft day-time look or a dramatic smokey eye with a pigment-enriched formula that is so creamy and silky smooth. Glides on perfectly without any pull on the eye.



**NEW MUD Silicone Make-Up Blender**  
RRP \$6.00

Blend make-up like a pro with this soft, hygienic make-up applicator. The innovative, gel-like format prevents product absorption typical of make-up sponges, ensuring zero product wastage. Hard-to-reach areas are targeted with the specially-designed teardrop shape, while the flat surface delivers streak-free coverage.



**NEW MUD Moisturising Lipstick – Endless Pink**  
RRP \$5.00

An ultra-hydrating lipstick with rich colour pigmentation to deliver soft, moisturised lips with a subtle satin finish.

**NEW MUD Lip Defining Pencil – Dusky Pink**  
RRP \$6.00

Enriched with a blend of nourishing ingredients, this creamy lip pencil glides on smoothly without pulling or grabbing, to correct and shape the lips. A precision point ensures a defined, clean application to prevent feathering of lipstick or gloss.



**NEW MUD 2-in-1 Base & Top Coat – Clear**  
RRP \$3.50

Multi-functional formula to strengthen and protect weak, brittle nails, while delivering impeccable shine and prolonging nail colour wear. Vitamin E promotes healthy nail growth, while argan oil protects and moisturises.



**NEW MUD Lasting Finish Make-Up Setting Spray**  
RRP \$7.50

Set your makeup comfortably with the NEW MUD Lasting Finish Make-Up Setting Spray. With a fine-mist spray and the perfect long-lasting matte finish, use daily over makeup for added comfort, hydration and staying power.



**NEW MUD Lash Boost Define & Curl Mascara**  
RRP \$5.00

With an arched fanning bristle brush that coats and separates, you can now curl and enhance every last lash for a voluminous look that lasts all day.

**MUD Make-Up Design is exclusively available in over 950 Woolworths stores Australia wide.**

For more information on MUD and media opportunities, please contact:

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\*IRI Aztec scan data Value MAT 26/11/17