



PRESS RELEASE

For Immediate Release

FOLLOW THIS SEASON'S HOTTEST TREND, FOR LESS THAN THE PRICE OF A COFFEE

Melbourne, Vic August 30, 2007 – Beauty whim's can be met and even encouraged when you can choose from over 236 products from \$2. Impulse beauty range, Ultra3 Colour Cosmetics, has the perfect colour to match any trend or new outfit – and at a price that won't break the bank.

Ultra3, the number one company for nail polish sales*, offers an extensive range of colours across all categories at prices anyone can afford. Whether you want to follow this season's trends or find the perfect lipstick or nail polish for fancy dress, formal or fun, Ultra3 has the right colour for you.

From \$2 and up, Ultra3's unique offering ranges from your standard reds, pinks and purples to the more quirky side of life with a green lipstick that turns a beautiful shade of pink on the lips. Feeling sassy? Lime green and bright blue nail polish shades will help you stand out from the crowd. Or perhaps black and white nail polishes, the trend of the moment, are more your style? Whether it's your standard classics or an outfit or trend that drive your style, Ultra3's high quality products will meet your fashion needs and still leave you with enough money to still by your latte!

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

*Source CTFA 2006

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 for over 17 years, Ultra3 offers quality cosmetics at an affordable price. Colour Me.

The Heat Group distributes leading cosmetic brands, Max Factor, Covergirl, Bourjois, Red Earth and Ultra 3 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

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...get hotter with heat

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