



MEDIA RELEASE

Pretty in Pink New Ulta3 Spring/Summer Lipstick Collection

As we're moving into Spring and Summer, lips are adorned with the softest hues of pink. Colourful and fun cosmetics brand **Ulta3** introduces six new pink lipstick shades in their **Spring/Summer Lipstick Collection**.

The collection features delicate and romantic pink shades, fresh from the European Spring/Summer runway looks. These versatile colours can be used for both day and night makeup looks.

Available in six different tones of pink, there is a lipstick in the **Ulta3 Spring/Summer Lipstick Collection** that can be worn by women of any age and with various skin tones. Plus, at the impressive price of only RRP \$2.95, a dash of on-trend lipstick is a cost effective way to update your look.

The Delicate Spring/Summer Shades:

- *Pretty in Pink – Dark pink with a touch of plum*
- *Tickled Pink – Pink with a touch of purple*
- *Barely Pink – A lovely nude*
- *Little Pinky – A strong dark pink*
- *Tawny Pink – Pink with a touch of brown*
- *Dusty Pink – Pink with a touch of beige shimmer*

New **Ulta3 Spring/Summer Lipstick Shades** are available 1st October, 2009.

RRP – \$2.95

Stockists – 1800 181 040

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The Heat Group distributes leading cosmetic brands, Max Factor, CoverGirl, Bourjois, Red Earth, Elite and Ulta3 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.