

INTRODUCING NEW TWEETY AND DC COMICS SUPER HERO PERSONAL CARE RANGE

LAUNCHING
NOW!

MEDIA RELEASE

20th December 2012: The initial range of DC Comics- and Looney Tunes-inspired personal care products has officially launched!

This is the first time The Heat Group has ventured into licensing products after striking a deal earlier this year with Warner Bros. Consumer Products Australia.

The new range of licensed products includes Nail Colour, Lip Gloss, Bubble Bath in handy 100ml size, Body Sprays and a Cosmetic Gift Bag. The range starts at just \$4.95 and is sure to offer all ages a world full of super hero fun that will rescue you from your average day whether it is putting on a radiant Wonder Woman red nail polish or a Vanilla Voom lip gloss or a New York Pow body spray – and POW!! you will be transported to a world full of new adventures and excitement.

If you have an “inner child” this range will help you indulge in your own nostalgia. Alternatively you can open your children’s world up to the fun-loving and inspiring characters that helped shape your childhood. Let all of your favourite characters brighten your world and your children’s worlds with blasts of colour, fragrance and fun.

The colourful, fun range is aimed at the all age attraction of iconic Warner Bros. characters such as Tweety, and DC Comics characters such as Wonder Woman and Batman. Whether you have grown up with these characters or are discovering them for the first time, there will be a perfect product for you.

The range is released at a time when Batman and Superman have again been recognised by the Roy Morgan Research Young Australians Survey* as the No.1 and No.2 favourite super heroes of Aussie children** in 2012. Wonder Woman, a legendary DC Comics character, ranked No.1 amongst girls aged 6-13, showing that her strength, invulnerability, healing capabilities, wisdom and beauty are captivating yet another generation. Australian children also voted Looney Tunes’ Bugs Bunny as No.2 favourite animated character, and the lovable Tweety ranked No.3 amongst girls.

Preston Kevin Lewis, Managing Director for Warner Bros. Consumer Products in Australia and New Zealand, said “I have no doubt that this collection will inspire many people, children and adults alike. These fun loving characters have extraordinary attributes and this collection will allow for everyone to put themselves right there next to their favourite character.”

Young or old, male or female, everyone has a matching alter ego amongst the Looney Tunes and DC Comics characters – be as sweet as Tweety, as invincible as Superman, as powerful as Wonder Woman or as brave as Batman. Let your imagination be inspired by all your favourite characters!

Note: Roy Morgan Research Young Australian Survey of all Kids 6-13 years n 3,447. Unaided responses. For more information visit www.roymorgan.com/yas. *Roy Morgan Research Young Australians Survey July 2011 June 2012 **aged 6-13

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WONDER WOMAN COSMETIC GIFT BAG

It is the feminine force that saves the day! Her cosmetics bag is not only large enough to carry all your daily cosmetics, but suits people of all ages, young or old! This cosmetics gift bag includes three Wonder Woman products inside that will bring a kick of glam into your world:

- 1 Body Spray for that superhero kick!
- 1 Nail Colour to take on the world with a strong, bright nail shade.
- 1 Lip Gloss full of delicious flavour which will leave you feeling like a super hero!

RRP \$ 14.95



TWEETY COSMETIC GIFT BAG

No one can resist Tweety on this bright and colourful cosmetic gift bag! Not only does this bag come with three fun Tweety products, this durable bag is a great keepsake for all ages. Create your perfect look with a fun, bright nail shade, sweeten your lips with Tweety lipgloss and freshen up with a Tweety body spray.

- 1 Body Spray so you can be just as “sweet” as Tweety!
- 1 Nail Colour you can be as cute and colourful as Tweety with a gorgeous bright and fun nail colour.
- 1 Lip Gloss full of delicious fun flavour which will leave your lips feeling sweetly flavoursome.

RRP \$ 14.95

The Heat Group distributes leading cosmetic brands, Max Factor, COVERGIRL, Bourjois, ulta3, Billie Goat Soap, essence MUD and Warner Bros. and is recognised as one of Australia’s most successful entrepreneurial 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

AVAILABLE NOW FOR CHRISTMAS!

TWEETY COLLECTION



TWEETY BODY SPRAY

Be as "sweet" as Tweety with three darling and delightful body sprays that are fun and refreshing! Tweety Body Spray will leave you smelling fabulous and sweet.

Fragrance:

- *Full of Fun
- *Just Rock It
- *Sweet as Candy

RRP\$ 4.95



TWEETY LIP GLOSS COLLECTION

Enjoy these adorable fruit scented Lip Gloss tins that have a sweet shimmer effect! This pack of three flavoursome collectables is delicious and colourful leaving your lips feeling great.

Flavour:

- *Berry Delicious
- *Tutti-frutti Cutie
- *Vanilla Sweet

RRP \$7.95



TWEETY NAIL COLLECTION

This gorgeous Tweety inspired colour collection of sweet nail colours have five in one pack with fun Tweety style shade names.

Shades:

- *Tooty Fruitty
- *Sweetie Pie
- *Canary Yellow
- *Fly High
- *Looney Tooney

RRP \$7.95

WONDER WOMAN COLLECTION



WONDER WOMAN BODY SPRAY

Be just as courageous, confident and charismatic as Wonder Women with these exciting Body Sprays that will help you fly through the day and leave you smelling like a zap of delicious fragrance!

Fragrance 75ml:

- *Hollywood Zap
 - *Miami Boom
 - *New York Pow
- RRP \$4.95



WONDER WOMAN LIP GLOSS COLLECTION

As trendy and timeless as Wonder Woman these wonderfully scented Lip Gloss tins make your lips feel great and look amazingly glossed! So light on your lips these Lip Gloss tins are simply irresistible.

Flavour:

- *Tutti-Frutti Wonder
 - *Vanilla Voom
 - *Berry Bang
- RRP \$7.95



WONDER WOMAN NAIL COLLECTION

Glam! We have infused Wonder Woman's sense of style into a collection of five powerful and awe-inspiring wild colours. From a fun and fiery yellow to a radiant red and a bulletproof blue!

Shades:

- *Amazon Princess
 - *Girl Power
 - *Lasso of Truth
 - *Tiaras & Tights
 - *Stars & Stripes
- RRP \$7.95

BATH AND BUBBLE BOBBLE HEADS



Super cute and super affordable super hero Bath & Bubble Bobble Heads!

These fun DC Comics characters will bring fun and play to bath time. At 100ml they are the perfect size to travel with and also the perfect size for little hands to play with. Bath time for parents will be a breeze as Bobble Head Superman, Wonder Woman and Batman fight to save the world!

Scents:

Batman: Biff Bam Blueberry! Wonder Woman: Berry Burst! Superman: Supercrunch Apple!
RRP \$4.95 100ml

For Stockist information - 1800 181 040

For further information and product samples please contact:
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