

ulta3 colour me

**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

Put Your Hands Up for Bright & Neutral Nails Introducing Ulta3 Spring/Summer Collection

It's that time again... when Australia's number one selling nail polish brand* **Ulta3** launches their **Spring/Summer Nail Collection**. With over **eighty** nail polish shades currently available, you'd think **Ulta3** couldn't possibly come up with any more colours. Well, they have!

Spring into summer with this season's neutral knockouts and bright beginnings. **Ulta3** are adding six more on-trend shades to their range with the **Brights & Neutrals Spring/Summer Collection**.

This season is about both brights and neutrals so whatever your style, whatever the occasion, there is a nail colour available. Make an impact with bold green or bright orange as seen in the latest European catwalks, or try subtle cement or taupe that's straight from the red carpet – the choice is yours.

At the unbelievable price of only \$2.25, deciding on a shade is never going to be a challenge – you can buy them all!

The Gorgeous Spring/Summer Shades:

- ▶ **Earl Grey – A light brown cement**
- ▶ **Cocoa Bean – A matte brown**
- ▶ **Carrot Top – The brightest orange**
- ▶ **Purple Pumps – Electric purple**
- ▶ **Party Shoes – A strong pastel pink**
- ▶ **Frog Prince – Leafy green**

On Counter – 1st October, 2010

RRP – \$2.25

Stockists – 1800 181 040

*CTFA F09

For further information, please contact:

Elisa Tubecki

PR Manager – The Heat Group

T – (03) 8545 7191

M – 0437 457 611

E – elisat@heatgroup.com.au



The Heat Group distributes leading cosmetic brands, Max Factor, COVERGIRL, Bourjois, Elite, Ulta3 and NYC, 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.