

# ulta3™

## GET YOUR GLAM ON!

### PRESS RELEASE

Are you ready to celebrate the party season? Get your glam on with new ulta3 Glitter nail colours! The new and improved formula has both large and small glitter flecks perfect for going from a day look to a night look with just a sweep of glitter! Wear the glitter alone or layer it on top of your existing nail colour for the ultimate fashion statement.

ulta3 is Australia's number one nail polish brand, selling 5.3million units\*. The extensive range, containing classics through to key trends, has something for everyone. Set at a price suitable for all, the salon quality, long lasting enamels are a must have in any beauty bag. ulta3 is an ever-growing, well established, full category cosmetic brand operating within the impulse market.

**6 New and improved formulas:** *Over the Rainbow, Pot of Gold, New Years Eve, Disco Fever, Luck of the Irish, Twinkle toes*



RRP \$2.00

On Counter - October 2012

Stockist - 1800 181 040

\*CTFA- 2011

For further information on ulta3 and product samples please contact:  
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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](http://www.heatgroup.com.au)