



COVERGIRL® QUEEN COLLECTION

PRODUCTS FOR EYES

CoverGirl Queen Collection introduces Eyeshadow Quads, Eyeliner and Volume Mascara – a launch of three new products for women of color to create any look desired. Eyes are defined in smoldering shades and lashes expand to immeasurable lengths, with water-protection!

The CoverGirl Queen Collection Eyeshadow Quads pressed eye powders include an easy-to-blend formula, goof-proof color combinations and modern finishes. Colors range from medium to dark spanning all color families for subtle and natural to intense and smoky eye looks. Volume Mascara thickens lashes from root to tip as it separates them, creating a full fan of thick lashes without the clumps. Used separately or together for a creative combination – color is the key sensation!

Product	Shades	Product Benefits	SRP*
CoverGirl Queen Collection Eyeshadow Quads (4-Kit Shades)	<ul style="list-style-type: none"> • Urban Basics • Lionqueen • Violet Vibes • Blue Notes 	<ul style="list-style-type: none"> • Its advanced silky sheer formula with soft, fine micro-sized powder particles for effortless blending and application. • Offers complete color palette with specially created sparkle, shimmer and matte finishes • Includes complimentary shades perfect for women of color • Provides color that stays true for hours • Goes on sheer but can be layered for a desired intensity • Features a softer sponge-tip applicator delivering smooth application of color 	\$5.61
CoverGirl Queen Collection Eyeliner	<ul style="list-style-type: none"> • Black Onyx • Espresso • Charcoal • Midnight Blue • Grey Khaki • Chestnut 	<ul style="list-style-type: none"> • Offers six marvelous shades – perfect for enhancing natural-looking eyes or adding drama for an evening affair • Its innovative formula glides on smoothly and sets for hours of precision wear. • Gives a no smear, no smudge look that lasts for hours • Apply after using a CoverGirl Queen Collection Eyeshadow Quads 4-Kit shades for maximum eye color with definition. 	\$5.33
CoverGirl Queen Collection Volume Mascara	<ul style="list-style-type: none"> • Very Black 	<ul style="list-style-type: none"> • Builds thickness smoothly and evenly with each stroke. The breakthrough lash building formula transforms upon application to a liquid, setting to a beautiful, flexible fan of thick lashes. • Delivers optimal volume and lash separation with the specially designed brush combs that fans out lashes. The brush fibers are evenly spaced to ensure lashes are completely surrounded with the lash building formula • Creates lashes that are individually lifted and separated with the lash fanning comb to create a full fan of lashes • Its low-tack lash building formula allows each stroke to build volume easily to achieve desired lash volume with great separation. • Resists clumping and flaking to maintain a clean, fresh look all day • It won't smudge or smear. • Provides a soft, flexible lash look throughout the day, alleviating the need for touch-ups or re-application • Its gentle formula is suitable for sensitive eyes and contact lens wearers. 	\$7.26

Availability

CoverGirl Queen Collection Eyeshadow Quads, Eyeliner and Volume Mascara will be available at mass retail outlets in 18 markets and on the CoverGirl Web site at www.CoverGirl.com/Queen on December 20, 2005.

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PRODUCTS FOR LIPS

CoverGirl Queen Collection introduces Moisturizing Lip Color, Lip Gloss and Lasting Lip Pencil with lip-puckering shades of reds and shimmering hues of berries. Moisturizing Lip Color provides Lasting formula, ultra-rich color and luscious moisture in one. Finding that beautiful lip look is easier than ever!

Product	Shades	Product Benefits	SRP*
CoverGirl Queen Collection Moisturizing Lip Color	<ul style="list-style-type: none">• Starlet Sand• Toast of the Town• Cherrylicious• Plush Pink• Ruby Remix• Plum Princess• Plum Platinum• Spice It Up• Majestic Mink• Chocolate Royale• Peach Spice• Raisinberry	<ul style="list-style-type: none">• Its MoistureWear formula includes vitamins A and E.• The moisturizing formula, containing over 50% emollients conditioners, seals moisture in lips like a lip balm.• Contains a color-lock complex with shade matched stainers specially designed to provide lasting wear• Features an optimized shade palette including 12 shades• Packaged in a sleek, purple-toned, striped design with a clear cap to color match easily• Resistant to water	\$6.25
CoverGirl Queen Collection Lasting Lip Pencil	<ul style="list-style-type: none">• Chocolate• Raisin• Burgundy• Plum• Coffee• Rose	<ul style="list-style-type: none">• Offers six shades that will complement your favorite lip color for a perfectly defined pout• Gives you precisely defined lips that last for hours – in a smooth-precision pen• Delivers our latest technology in an easy gliding lip liner for ultimate control – so your lip line goes on smooth and wears on• Apply after using Moisturizing Lip Color around lips for precise definition.• Resists bleeding and feathering	\$7.26

Availability

CoverGirl Queen Collection Moisturizing Lip Color, Lip Gloss and Lasting Lip Pencil will be available January 2006 at mass retail outlets in 18 markets and on the CoverGirl Web site at www.CoverGirl.com/Queen on December 20, 2005.

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NATURAL HUE COMPACT FOUNDATION

For a luminous look that stays true, CoverGirl Queen Collection introduces Natural Hue!

Natural Hue Compact Foundation contains an exclusive creamy liquid-to-powder formula with special oil absorbing agents to help control shine. And that dried out “ashy” look – forget about it! Co-created by Queen Latifah and her personal makeup artist Roxanna Floyd, this foundation contains significantly less titanium dioxide than other brands to deliver rich, true color with every application. Available in 12 luxurious shades designed specifically for women of color, finding the perfect hue for you is a snap! Get ready to illuminate—it’s totally you!

Product	Shades	Product Benefits
CoverGirl Queen Collection Natural Hue Compact Foundation	<ul style="list-style-type: none"> • Rich Sand • Amber Glow • Classic Bronze • Almond Glow • Toffee • Golden Honey • Warm Caramel • Soft Copper • Sheer Espresso • Spicy Brown • Rich Mink • True Ebony 	<ul style="list-style-type: none"> • It’s preferred 2 to 1 over the leading department store compact foundation. • Offers 12 natural-looking shades for women of color that are optimized to match skin’s undertones for easy shade selection • The liquid emollients and oil-absorbing powders in the formula lead to even spreading and provide buildable coverage. • Provides a natural, luminous look • Its oil-free, hypoallergenic formula won’t clog pores and is suitable for sensitive skin. • Blends easily for a flawless look and goof-proof application • Includes sponge applicator that is ideal for quick touch-ups • The formula is fragrance free and dermatologist tested.

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\$10.11

Availability

CoverGirl Queen Collection Natural Hue Compact is available at mass retail outlets nationwide.

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NATURAL HUE MINERALS PRESSED POWDER AND BRONZER

For a radiant summer look, CoverGirl Queen Collection introduces Natural Hue Minerals Pressed Powder and Bronzer designed for the woman who wants her inner beauty shining, not her face. CoverGirl’s Queen Collection created Natural Hue Minerals in a variety of shades that blend seamlessly with darker complexions ranging from Rich Sand to True Ebony. Natural Hue Minerals Pressed Powder is developed with shine-absorbing minerals that provide flawless, even coverage. For sun-kissed radiance, also without the shine, try Natural Hue Minerals Bronzer, in three luxurious, mineral enriched shades. Designed specifically for women of color, with Natural Hue Minerals, skin is glowing, never shiny.

Product	Shades	Product Benefits
CoverGirl Queen Collection Natural Hue Minerals Pressed Powder	<ul style="list-style-type: none"> • Light Bronze 1 • Light Bronze 2 • Brown Bronze 1 • Brown Bronze 2 • Ebony Bronze 1 • Ebony Bronze 2 	<ul style="list-style-type: none"> • Controls shine 30% better than the leading pressed powder • Contains shine-absorbing minerals • Provides natural, even coverage that lasts for hours
CoverGirl Queen Collection Natural Hue Minerals Bronzer	<ul style="list-style-type: none"> • Light Bronze • Brown Bronze • Ebony Bronze 	<ul style="list-style-type: none"> • Mineral-enriched shimmer without the shine • Get a sun-kissed glow with minerals that enhances complexion and controls shine.

**CoverGirl Queen
Collection
Natural Hue
Minerals**

- Its oil-free, hypo-allergenic formula won't clog pores and is suitable for sensitive skin.
- Blends easily for a flawless look and goof-proof application
- Includes a sponge applicator that is ideal for quick touch-ups
- The formula is fragrance free and dermatologist tested.

ARP

CoverGirl Queen Collection Natural Hue Minerals Pressed Powder and Bronzer are available for \$8.18. Price is at the sole discretion of the retailer.

Availability

CoverGirl Queen Collection Natural Hue Minerals Powder is available at drugstore.com and select mass retail outlets nationwide. For more information go to www.CoverGirl.com

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