



COVERGIRL QUEEN COLLECTION

- Fact Sheet -

Product	Shades	Product Benefits	ARP
CoverGirl Queen Collection 1-Kit Eyeshadows	<ul style="list-style-type: none"> • After Midnight • Black Tie • Champagne • Copper Penny • Down to Earth • Emerald • Fire it Up • Hot Toffee • Raisin • Sun City 	<ul style="list-style-type: none"> • Advanced silky sheer formula with soft, fine micro-sized powder particles for effortless blending and application • Provides color that stays true for hours • Goes on sheer but can be layered for a desired intensity 	\$3.29
CoverGirl Queen Collection 4-Kit Eyeshadows	<ul style="list-style-type: none"> • Urban Basics • Lionqueen • Violet Vibes • Blue Notes 	<ul style="list-style-type: none"> • Includes complimentary shades perfect for women of color • Features a softer sponge tip applicator delivering smooth application of color 	\$4.57
CoverGirl Queen Collection Eye Liner	<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 • 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 	\$4.65
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. 	\$5.26

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CoverGirl Queen Collection Natural Hue Compact	<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"> • 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 • Liquid emollients and oil-absorbing powders in the formula lead to even spreading and provide buildable coverage • Provides a natural, luminous look 	\$7.99
CoverGirl Queen Colletion Liquid Make-up	<ul style="list-style-type: none"> • Rich Sand • Golden Honey • Amber Glow • Classic Bronze • Toffee • Warm Caramel • Almond Glow • Soft Copper • Spicy Brown • Sheer Espresso • Rich Mink • True Ebony 	<ul style="list-style-type: none"> • Light-weight, oil-free formula with built in moisturizers hydrates for up to 11 hours, helping give skin a smooth, radiant finish • Formula contains minimal to no titanium dioxide, significantly reducing the potential for ashy or gray shading that can appear with some foundations • Hypoallergenic formula won't clog pores and is suitable for sensitive skin 	\$6.50
CoverGirl Queen Collection Powder Foundation	<ul style="list-style-type: none"> • Sheer Toffee • Amber Glow • Classic Bronze • Soft Copper • Golden Honey • Warm Caramel • Spicy Brown • Sheer Espresso • Rich Mink 	<ul style="list-style-type: none"> • Offers 9 natural-looking shades for women of color that are optimized to match skin's undertones for easy shade selection • Provides natural coverage • Blends easily for a flawless look and goof-proof application 	\$6.49

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Product	Shades	Product Benefits	ARP
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 • 24 Carat • Black Currant • Bordeaux • Bronze Goddess • Cherrv Bomb 	<ul style="list-style-type: none"> • MoistureWear formula includes vitamins A and E • Moisturizing formula contains 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 	\$4.68
CoverGirl Queen Collection Lip Gloss	<ul style="list-style-type: none"> • Antique Gold • Caribbean Coral • Flame • Million Dollar • Mocha • Pearled Peach • Platinum Pink • Premier Pink • Copper Bliss • Starlet Sand • Shine On • Baby Girl Pink • Lush Lavender • Wild Rose • Plush Pink • Plum Platinum • Burgunddeep • VIP Violet • Sugar & Spice 	<ul style="list-style-type: none"> • Delivers shimmering color and lasting shine with the comfortable feel of a lip balm • Moisturizing formula provides a satiny, soft, not-so-sticky feel that lasts • Doe foot 'magic wand' applicator offers easy application 	\$4.57
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 	\$5.74

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Product	Shades	Product Benefits	SRP
CoverGirl Queen Collection Sparkling Nail Topcoat	<ul style="list-style-type: none"> • Goddess • Gold Standard 	<ul style="list-style-type: none"> • Each top coat features special shimmer particles ranging in size and color so you can add a hint of glitz or a shot of dazzle 	\$2.83
CoverGirl Queen Collection 3-in-1 Step Nail Color	<ul style="list-style-type: none"> • Copper Penny • Rose Petals • Satin Sheets • Plush Pink • Queenberry • Wild Rose • Plum Perfection • Best Bronze • Plum Princess • Mauve to the Beat • Purplexed • Shine On • Megawatt • Royal Rose • Regal Red • Berrylicious • Burgundeeep • Rhythmic Blue • Premier Pink 	<ul style="list-style-type: none"> • Includes a base coat, color coat and top coat all-in-one easy step • Featured in sleek and colorful packaging 	\$2.83

Availability: All CoverGirl Queen Collection products are available at mass retail outlets nationwide and on the CoverGirl Web site at www.CoverGirl.com/Queen in January 2007.

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