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JOE FRESH BEAUTY FALL/WINTER '09 TRENDS

- From simply chic to 80's glam -

TORONTO, ON (August 17, 2009) – Joe Fresh Beauty, the latest cosmetics line from Joe Fresh Style and Loblaw Companies Limited, delivers colour, quality and affordability to consumers this fall.

The collection offers a wide range of fresh hues for eyes, lips and cheeks for every day and into evening, accentuated by a wide selection of bold colours and unique products to create a more dramatic face.

For fall/winter '09, Joe Fresh Beauty highlights some top beauty trends and tips for creating the look from Joe Fresh Beauty consultant and make-up artist Simone Otis.

Playful 80's: Take a tip from the runways this fall and play with bold colour on eyes, cheeks and lips. To keep the look wearable choose shade combinations such as Powder Blue and Denim or Forest eye shadow trio for eyes, and for lips, Rose powder blush and matte lipstick in Fuchsia or Watermelon, applied with your fingers.

Glamour Flashback: Think 80's supermodel. Models came down the runway with beautifully sculpted faces in gold, honey and soft brown. Work with shades in the same colour family for the entire face. Go for eye shadows in colours like Dusty Rose, Baked Clay, Pale Pink or Gold Rush. Use Pale Peach or Rose powder blush on the cheeks. Then choose from Cocoa cream lipstick, Cinnamon matte lip crayon or Ginger or Peach lip gloss.

Simply Chic: Keep it effortlessly beautiful with "barely there" make-up for fall. Get this polished, low-key look with eye shadows like Silk or Pale Pink and subdued nude lips with your favorite shade of tinted lip balm. The key to this look is luminous skin. Use cheek tint in Berry, Cherry or Peach on your cheeks and complete the look with Nude cheek tint on the upper cheekbones and along the brow bones.

Beautiful but Dangerous: Chic and tough, intense and seductive, let your eyes do the talking. Get bewitching dark eyes using rich liners and layer metallics over black eye shadow. Use a black eyeliner pencil around your eyes then layer Petrol or Charcoal eye shadow over Black eye shadow. Finish this look with a nude lip to keep the emphasis on the eyes. Try lip gloss in Bare over a layer of matte lipstick in Nude or Mocha.

Sexy Scarlets: A key trend on many runways was a luscious red lip. From deep burgundy, classic red to a warm orange red, vivid lips were everywhere. Get a sexy pout using cream lipstick in Ruby or Blackberry, matte lipstick in Bordeaux, Ruby or Poppy or use a matte lip crayon in Cherry.

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For products, visuals or additional information, please contact:

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