



## Joe Fresh Beauty Spring/Summer '09 Trends

*A fresh face with hints of drama and colour*

TORONTO, ON (March 4, 2009) – Joe Fresh Beauty, the new cosmetics line from Joe Fresh Style and Loblaw Companies Limited, brings colour, quality and affordability to consumers across Canada in early March '09.

Just in time for spring/summer, the collection boasts beautiful neutrals and an array of colours for all ages and ethnicities. The colours draw its inspiration from the Joe Fresh Style fashion collection, with shades like cherry blossom, faded violet and denim.

The inaugural collection offers a wide range of fresh hues for eyes, lips and cheeks for an everyday-wear look, accentuated by a selection of bold colours and unique products to create a more dramatic face.

For spring/summer '09, Joe Fresh Beauty offers some fun beauty tips that will work for day or evening.

**Bare but Groomed:** For all seasons, “the look” starts with gorgeous, healthy looking skin. Joe Fresh Beauty’s liquid foundation is formulated to match your skin tone, or for a dewier glow, try the cream foundation.

**Brow Wow:** Bold brows are back, but need to be groomed. The Joe Fresh Beauty brow powder duos and brow pencils make brows stand out while the brow gel tames any stray hairs.

**Drama Queen:** The modern look this spring combines minimalism with bold features. Try the new smoky eye in black or midnight, or for a more metallic looking eye use bronze, pebble or silver.

**Fresh Flush:** For a glowing cheek, try the new cheek tint or powder blush in peach.

**Glamour Girl:** Liner is no longer simply worn in a straight line. Think glamour when applying the black or brown eyeliner pencil or go for more drama with the liquid liner.

**Hot Lips:** Spring/summer lips are all about haute colour. Joe Fresh Beauty’s cream lipsticks in ruby and watermelon and matte lipsticks in berry, fuchsia and poppy create hot looks for warmer weather.

**The Colour Purple:** Every spring/summer collection needs a dash of pretty, and in 2009, it’s all about lovely purple eyes with faded violet eye shadow.

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For products, visuals, or additional information, please contact:  
Shauna McMahon, Jane Gill & Associates, 416.922.4404, ext 26, [shauna@janegillpr.com](mailto:shauna@janegillpr.com)  
Carla MacNeil, Jane Gill & Associates, 416.922.4404, ext 23, [carla@janegillpr.com](mailto:carla@janegillpr.com)