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## JOE FRESH BEAUTY™ SPRING 2010

*- The look for spring is fresh faced with a healthy glow and touch of colour -*

TORONTO, ON (March 18 2010) – Spring is the perfect time to have a little fun with your make-up and try something new. Whether you accentuate a healthy summer glow or go dramatic with strong colour for eyes and lips, the new Joe Fresh Style™ cosmetic collection for spring 2010 has something special for everyone.

Simone Otis, renowned make-up artist and Joe Fresh Beauty™ consultant, shares some of her tips of the trade in achieving hot spring looks with the new Joe Fresh Style™ spring cosmetics collection.

### HEALTHY GLOW

The romantic look of a pretty pink flush:

- Apply the **Eye Crayon** in **Nude** to the entire eyelid up until the crease.
- Curl the lashes and apply a coat of **Clear** or **Brown Mascara**.
- Apply **Cheek Tint** in **Pink**, **Peach** or **Berry** to the cheeks.
- Dust the cheeks lightly with a little **Pressed Powder** to set.
- Add a swirl of powder **Blush** in **Bloom** to the apples of your cheeks.
- Add a little highlight and shine by applying the **Cheek Tint** in **Nude** to the brow bones and upper cheeks.
- Groom and fill in the brows using the **Eyebrow Pencil** the suits your colouring.
- Dab on a light lip shade such as **Tinted Lip Balm** in **Honey** or **Lip Gloss** in **Nude**.

### A TOUCH OF COLOUR

A simple way to wear strong colours:

- Apply a wash of **Pale Pink Eye Shadow** to the entire eyelid up to the crease.
- Using the **Fine Tip Liquid Eyeliner** in **Black**, draw a very fine line on the upper lash line. Try to get right between the lashes and keep the line thin. You can then smooth and blend the line with a clean **Smudger Brush**.
- Using **Grape**, **Peacock** or **Lime Eye Shadow**, draw a generous line along your bottom lash line. Apply a few layers of eye shadow to get the depth of colour you want, just be sure to blend well using a clean **Smudger Brush**.
- Apply a couple of coats of **Waterproof Black Mascara** to the top and bottom lashes.
- Add a swirl of blush to the apples of your cheeks using **Hydrangea**, **Buff** or **Cedar Rose**, depending on your skin tone.
- Apply one of the **Coloured Lip Balms** in either **Tulip** or **Papaya**.

### SOFT SMOKE

Get the impact of a defined eye with a soft shade of pewter:

- Start with clean eyelids – do not apply concealer or any eye shadow.

- Using the **Eyeliners Pencil in Pewter**, smudge a generous, thick line on the upper lid, close to the lashes, making sure to get in between the lashes. Don't worry about being too perfect.
- Take a **Smudger Brush** and using the **Cheek Tint in Bronze**, smudge the **Pewter Eyeliner Pencil** over the entire eyelid.
- Use the **Pewter Eyeliner Pencil** on the bottom eyelid under the eye to create a soft shadow with a clean **Smudger Brush**.
- The finished eye should have the look of a very soft, smoky eye.
- Curl the lashes and apply a coat of **Clear or Brown Mascara**.
- Fill in the brows using the **Eyebrow Pencil** best suited to your colouring.
- Apply the **Cheek Tint in Bronze** just under the cheekbone to deepen the contour using your fingertips. Blend well for a seamless effect. Dab **Matte Lipstick in Brick** on lips using your fingertips.

New spring collection in stores mid March. For store locations across Canada visit [Joe.ca](http://Joe.ca).

#### **About Loblaw Companies Limited**

Offering Canadians stylish, fresh and affordable apparel and accessories for all seasons, the Joe Fresh Style™ brand is Loblaws' answer to Canadian consumers' desire for accessible, of-the-moment style. Creative Director, Joseph Mimran, oversees a line that features more than 400 items, from chic footwear to the latest in outdoor fashions, enabling today's busy Canadian consumer to shop for fashion right where she shops for food, health and home, and achieve a great look without breaking the bank. Joe Fresh Beauty™, an inspired collection of stylish and well-priced beauty products, were launched in 2009. For store locations visit [www.joe.ca](http://www.joe.ca).

Loblaw Companies Limited, a subsidiary of George Weston Limited, is Canada's largest food distributor and a leading provider of drugstore, general merchandise and financial products and services. Loblaw is one of the largest private sector employers in Canada. With more than 1,000 corporate and franchised stores from coast to coast, Loblaw and its franchisees employ over 138,000 full-time and part-time employees. Through its portfolio of store formats, Loblaw is committed to providing Canadians with a wide, growing and successful range of products and services to meet the everyday household demands of Canadian customers. Loblaw is known for the quality, innovation and value of its food offering. It offers Canada's strongest control (private) label program, including the unique President's Choice®, no name® and Joe Fresh Style® brands. In addition, the Company makes available to customers President's Choice Financial® services and offers the PC® points loyalty program.

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