

O·P·I

MEDIA RELEASE

OPI WINS THREE AUSTRALIAN BEAUTY AWARDS

ACP Magazines announces OPI as the winner of three prestigious body product awards in the inaugural Australian Beauty Awards 2009.

OPI was awarded the Best Hand Cream, Nail Care and Polish Collection out of over 300 different hand & nail care brands in its body product division.

Commenting on the awards Bill McKendrick, Director of International Beauty Supplies, "we are very honoured and humbled by all the awards presented to OPI by the Australian Beauty Awards panel of judges.

This year OPI celebrates 20 years of colour, but now we are also celebrating 20 years of style and substance, thanks to the awards bestowed upon us by the panel of beauty experts," continues Mr McKendrick.

OPI won the following three prestigious body product awards;

Best Hand Cream Winner: OPI Avoplex High-Intensity Hand & Nail Cream,
"High-intensity indeed - but without the unwanted after-effects of stickiness and slip. Immediate skin improving benefits thanks to the natural avocado oil ingredient"

Best Nail Care Winner: OPI Avoplex Cuticle Oil To Go
"Immediate reform for the cuticle careless. This oh-so-easy, oh-so-portable pen is charged with avocado vitamin-rich nourishment. A DIY mani must."

Best Nail Polish Collection Winner: OPI La Collection de France
"A well-edited colour collection with truly something for everyone - and wonderful wear capabilities."

The Australian Beauty Awards is the country's biggest-ever magazine media beauty initiative. A panel of 17 beauty experts including editors from leading magazines Madison, The Australian Women's Weekly, Cosmopolitan, Cleo, NW, Grazia and Harper's BAZAAR together with respected leaders from the beauty industry tested more than 1,600 beauty products submitted.

For more information on OPI products contact 1800 358 999 or visit www.opi.net.au.

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