



MEDIA RELEASE

FOR IMMEDIATE RELEASE

A Matte-r Not to Be Glossed Over

OPI unveils a new look in nail colour, an edgy new matte finish that is daring, new and ahead of it's time, **OPI Matte** in six unique shades.

When selecting a paint colour, we choose either a gloss, semi-gloss or matte. Most nail shades are gloss or semi gloss, but wait to you see the matte finish. This revolutionary new category of nail lacquer will change the way in which we style our nails.

If you are looking to create a statement, then OPI Matte is your medicine. In order to maintain the **OPI Matte** finish, it is important NOT to use base coat, top coat, drying drops, or hand lotion when wearing these lacquers. The look is matte, not gloss!

OPI Matte is not as long wearing as the original **OPI** nail lacquer, however its impact is long remembered. Create your own unique look by combining both OPI original lacquer and the new OPI Matte to create a new and unique "French" look. For example paint the nail with OPI Matte - Russian Navy and then paint the tip with regular formula OPI Lacquer.

OPI Matte is available in six iconic **OPI** shades *Alpine Snow*, a fresh crisp white; *Russian Navy*; a dark deep blue; *La Paz-itively Hot*, a delicious hot pink; *You Don't Know Jacques!*, this season's trendy taupe; *Lincoln Park After Dark*, everyone's favourite dark midnight purple; *Gargantuan Green Grape*; green kissed by the summer sun.

Wear OPI Matte when making a statement is all that matters.

OPI Matte contains no DBP, Toluene and are Formaldehyde FREE and features **OPI's** exclusive **ProWide™ Brush** designed to hold more Nail Lacquer, spread it more quickly and evenly, and deliver a smooth, streak-free application.

OPI Matte will be available from October 2009, at selected beauty salons and spas, and David Jones nationally, \$19.95 RRP. For your nearest **OPI** stockists contact 1800 358 999 or visit www.opi.net.au.

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