



## MEDIA RELEASE

FOR IMMEDIATE RELEASE  
October 2009

### HAIL THE SUNSHINE

*new Sunbelievable by OPI*

Fun, fresh and colourful are the buzz words in Summer fashion, OPI's new range of summer shades will add a splash of colour to your wardrobe.

Capturing the essence of Summer, **Sunbelievable by OPI** sizzles with colour and the casual attitude of summer style in four playful shades.

Strip off poolside and splash into summer with these wild and fun colours, including ***If the Fuchsia Fits***, a vibrant fuchsia that suits all outfits; ***Banana Bandanna***, a sunny yellow with real ap-peel; ***Sea? I Told You!***, a shimmery cool shade of aquatic blue; ***I'm His Coral-friend***, dive in for this surprising shade of burnt red-coral.

*Sunbelievable* is the perfect way to splash into summer.

***Sunbelievable by OPI*** 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.

***Sunbelievable by OPI*** will be available from October 2009, at selected beauty salons, spas, and David Jones nationally, \$19.95 RRP. For your nearest **OPI** stockists contact 1800 358 999 or visit [www.opi.net.au](http://www.opi.net.au).

- ENDS -

For further media information please contact:  
Lisa Miller,  
MadDog Marketing,  
tel: 0416 173 293, e-mail: [lisa@maddog.net.au](mailto:lisa@maddog.net.au)