



RUNWAY LOCKS TO MATCH YOUR STYLE

Introducing the SunSilk 2008 Fashion Designer Range

Following the successful launch of the 2007 Fashion Designer Range, SunSilk is proud to unveil the new look collection from three of Australia's leading designers – Collette Dinnigan, Peter Morrissey and Alice McCall. The launch of the stylish new range follows on from a successful season last year which saw Akira, Wayne Cooper and Bettina Liano star on the SunSilk bottles.



SunSilk Shimmer and Shine by Collette Dinnigan

- Sparkle and shine with limited edition SunSilk Shimmer and Shine by Collette Dinnigan
- Delicate cashmere extracts and light reflecting crystals leaves hair soft and smooth with shimmering shine



SunSilk Shine Lover by Alice McCall

- Get yourself noticed with the oh so pretty limited edition SunSilk Shine Lover by Alice McCall
- Light reflecting crystals and silk extracts transform your hair to its dazzling best with shine and softness



SunSilk Mirror Shine by Peter Morrissey

- Indulge your hair with limited edition SunSilk Mirror Shine by Peter Morrissey
- The luxurious formulation with crystal dust and satin extracts switches on your shine so you can glimmer and glide with your fabulous catwalk shine

- All Shampoos and Conditioners in the Limited Edition range are priced at RRP \$5.99 (200ml)
- The SunSilk Limited Edition Fashion Designer range will be available from all leading supermarkets and pharmacies nationwide from April 2008

The Formulation

- Crystal Extracts – offer the ultimate in shine
- Silky & Soft with extracts of Cashmere (Collette), Silk (Alice) & Satin (Peter)

Communication

The ultra sleek campaign will feature extensively in print, TV, online and cinema from early April 2008.

For further information or to request a product image, please contact Broc Munro at Zing | P (02) 8303 6464 | Broc@zing.net.au