

Press Release  
[For Immediate Release]  
6 August 2003

## **red earth -** The Simplest Way to the Latest Look

Hong Kong –The Australian cosmetics brand, **red earth**, returns with a brand new concept and a fresh new look. Taking on a new height, red earth launches one of its newest ‘*Let’s face it*’ face collection that creates a flawless and radiant face in basic step-by-step system. Possessing 600 arrays of colors, the world’s widest color variation in products and shades, red earth revolutionize the color cosmetic market – creating the *Simplest Way to the Latest Look* for the modern women.

### **red earth’s New Breakthrough**

All aspects of the red earth brand have been redesigned from scratch to provide something no other color cosmetics brand ever come close to: *The Simplest Way to the Latest Look*. Every facet of red earth’s new concept takes the mystique out of make-up selection, making the creation of your own look as simple as ‘one-two-three’.

red earth face collection ‘**Let’s face it**’ provides skin-true shades in a formula as natural as “second skin”. The ultra-lightweight and moisture-rich formula glides on smoothly to deliver flawless, natural-looking coverage. A simple 5 steps system: (1) identify your skin type (2) choosing your makeup base (3) correcting your skin tone (4) finding your right foundation and (5) selecting your shade.

Adding on the 5 color themes conceived by red earth, each exemplifies the personalities and moods of every modern woman. The respective themes are Flirty, Moody, Extrovert, Successful and Sporty. The color selection ranging 600 color variations and shades offer a broad horizon in creating a look that truly reflects each individual’s personality.

The exquisite red earth products was demonstrated on *5 August* at red earth’s flagship store in *Festival Walk* by our Hong Kong’s upcoming artist **Yumiko Cheng**, with the ‘*Let’s face it*’ make-up foundation base coupled with red earth’s thematic color theme “*Flirty*”, to highlight Yumiko’s radiant and healthy outlook.

“The dream was to create a brand that revolutionized the color cosmetics market”, commented Adam Horler, Global General Manager of red earth, “Today it is reality. If you want a new look, red earth can provide it. We are passionate about the new breakthrough and we are passionate about providing it. We welcome Asia to experience the new red earth.”

The strive for continual improvement and success is the drive behind red earth. “With our active requisition of 600 colors of shades from well-established cosmetology in Europe, we hope to bring in more variety and better quality cosmetics into the region,” remarked Ms. Piony Leung – Assistant General Manager of red earth Hong Kong and Taiwan, “with our professionalism in the cosmetic field, we will continue to innovate radiant make-up systems and ideas for our beautiful young women.”

This launch places a mark in red earth’s milestone – a sign of commitment and innovation to cosmetic for modern women.

*Accreditation*

Catering Sponsor: Café Esprit

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Model Costume Design: Nicholas Wong, Cynthia Wong & Liky Tsui - HK Polytechnic University 2003

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