

IGNITE YOUR BEAUTIFUL CHALLENGE

THE RESULTS ARE IN!

Drumroll please...*More* and COVERGIRL asked 250 women to try Simply Ageless and we are pleased to announce the three beautiful grand prize winners of the **Ignite Your Beautiful Challenge!**

COVERGIRL®



WINNER

"My skin not only looks more even, it looks more hydrated. People keep asking me what I've done."

— ANN COYNE, BUFFALO, NY

WINNER

"SIMPLY AGELESS blush has the most natural color, so I look healthy and not made-up. I love that it's long-lasting and that I don't have to re-apply at the end of the day."

— JILL ANN ZYLKE, CHICAGO, IL

WINNER

"I quit using foundation years ago. COVERGIRL & OLAY SIMPLY AGELESS is light, soft, smooth and feels more like a moisturizer than foundation."

— TRISH MORAN SHOLL, PACIFICA, CA

WHAT DO YOU DO WHEN YOU'RE THE **#1 ANTI-AGING FOUNDATION***? START A FAMILY!

Meet the **NEW SIMPLY AGELESS FAMILY WITH OLAY REGENERIST SERUM** — 4 ways to younger, firmer-looking skin!

The formula so beautiful—it simply wasn't meant to be alone! We've taken our smoothing and beautifying benefits and expanded them to brighten your eyes and light up your cheeks. It's the new SIMPLY AGELESS family. And you'll see—the family that plays together stays younger looking together!

*Past 6 months volume share based on independent study.



SCULPTING BLUSH

Highlights cheekbones for an instant youthful glow

FOUNDATION

Smooths on skin, doesn't settle in lines and wrinkles



NEW! EYE CONCEALER

Covers imperfections to brighten

NEW! EYE CORRECTOR

Makes extreme dark circles and imperfections seem to disappear