

MEDIA ALERT



27 JULY 2011

NIVEA VISAGE VITAL announces partnership with Ita Buttrose

After a successful partnership last year, NIVEA VISAGE VITAL has announced it has once again signed Ita Buttrose as the ambassador for its skincare range, targeted towards women 50+.

The campaign will include a series of advertorials written by Ita, drawing on her own experience as an editor and a 50+ woman who uses the NIVEA VISAGE VITAL products.

Ita will also help recruit NIVEA fans aged 50+ to its Facebook page: <http://www.facebook.com/NiveaAustralia>. NIVEA VISAGE VITAL fans will have the chance to win an exclusive meet and greet lunch with Ita.



-ENDS-

For further information please contact:

Maxted Thomas PR – (02) 9358 5689

Renee Black – Renee@mactedthomas.com.au Tahira Curtis – Tahira@mactedthomas.com.au

Claire Obeid – Claireo@mactedthomas.com.au

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