

## **Lycra Wear by Rimmel Cosmetics Polishes Up First U.S. Ads**



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NEW YORK -- Rimmel, the trendy British cosmetics brand, on Sept. 3 will launch its first ads touting Lycra Wear nail polish.

The spot, which stars supermodel Kate Moss and highlights the strengthening attributes of the polish, will air on "Hope Rocks," a two-hour concert special to benefit the City of Hope medical center on 4Kids TV.

Rimmel and J.C. Penney sponsor the show, which features personal stories from young cancer survivors interwoven with celebrities whose lives have been touched by the disease, including Daisy Fuentes, Amy Davidson and Brian Krause.

Outdoor billboards and a print campaign, still being finalized, also support Lycra Wear.

"For us, the big story is about us licensing the Lycra brand into new categories that work with the look-better, feel-better essence of our brand," said Linda Kearns, Invista Apparel Communications Director.

Invista, which owns and markets major textile brands such as Lycra, Stainmaster and Teflon, is a unit of Koch Industries, which acquired it from DuPont in 2004.

"This gives us an opportunity to let teenagers see that Lycra is more than just stretch, and to help interest them in a new product that is a better nail polish," Kearns said. "Lycra brings resilience, flexibility and durability to the polish."

Lycra Wear by Rimmel is sold at mass retailers such as Target, Walgreen and Wal-Mart.

--Sandra O'Loughlin