

For Immediate Release

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**Heather Morris and FLIRT! Cosmetics Announce The Search For the “Flirtiest” Performer in America**

*“Show Us How You FLIRT!” For a Chance to Star in an Online Viral Video with the Breakout Star of Glee*

New York, NY (February 1, 2011) Calling all flirts! Want to meet Heather Morris, star of *Glee*, and have a chance to star in your own online viral video? Enter the “Show Us How You FLIRT!” contest in honor of the launch of FLIRT!’s latest performance-ready product, All The Lash™ Volumizing Mascara. FLIRT!’s “Show Us How You FLIRT!” online consumer contest is looking for the next breakout star in America who embodies the fun, flirty and sassy spirit of both the brand and their new celebrity style ambassador, Heather Morris.

To enter the contest, women can submit a video performance of their choice that shows why they are the biggest flirt and deserve the chance to meet and star in an online video with Heather Morris. One lucky winner, chosen by Heather and FLIRT! Cosmetics will fly out to Los Angeles to film a video with Heather and get a makeover from FLIRT! Cosmetics.

“I can’t wait to see the submissions we get,” said Heather Morris, FLIRT! Celebrity Style Ambassador, “I am looking for a performer who really gets creative with the assignment, has fun and shows off their sassy, flirty personality and style.”

The “Show Us How You FLIRT!” contest goes live on February 1<sup>st</sup> on [FlirtCosmetics.com](http://FlirtCosmetics.com). FLIRT! Cosmetics is sold exclusively at Kohl’s Department Stores and [Kohls.com](http://Kohls.com).

In December 2010, Heather Morris was named Celebrity Style Ambassador for the FLIRT! Spring 2011 product collection, including All That Lash™ Mascara and Luv-a-licious Perfume Spray. She will be supporting the brand by appearing on FLIRT!’s websites and social networks and supporting in-store and promotional efforts beginning February 2011. To find out more about FLIRT! and the partnership with celebrity style ambassador, Heather Morris, “like” the brand on Facebook at [www.facebook.com/flirtcosmetics](http://www.facebook.com/flirtcosmetics) or follow on Twitter @FlirtItGirl.

About FLIRT! Cosmetics

FLIRT! Cosmetics gives you permission to be your prettiest and freedom to be your flirtiest so you can shimmer, shine and show off. FLIRT! is a super colorful makeup and fragrance line that invites you to have fun with your beauty routine and gets you ready to get noticed. FLIRT! was established in 2004 and is available exclusively in the US at Kohl’s Department Stores and at [www.kohls.com](http://www.kohls.com). FLIRT! is a d.b.a. of BeautyBank Inc., which is a wholly owned subsidiary of The Estée Lauder Companies Inc. (NYSE:EL). This press release contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Words like “will” or similar expressions

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