

RISING STAR WAWA ZAINAL ANNOUNCED AS LIPICE'S NEW BRAND AMBASSADOR



KUALA LUMPUR, 24 April 2012 – Up-and-coming actress, Nur Hawa Zainal Abidin, or commonly known as Wawa Zainal, was chosen amongst all Malaysian to be the new brand ambassador for Lipice, the number one brand in the lip balm category. Wawa Zainal will be fronting the new TV and print advertisements of the brand which is set to be released in May 2012.

The 20-year old actress made her first foray into the industry with Klik in 2010. While Klik launched her career, it was Wawa's portrayal of Bunga, the role in drama series Ana Lu'Lu that made her a household name. She has also acted in numerous local movies such as Seram Sejuk, Sumpahan Kum Kum, 3 Temujanji and Hantu Dalam Botol Kicap.

In explaining the selection of Wawa as the new face of Lipice, Ms Lim Mei Yuen, General Manager of Lipice said, "We were attracted to Wawa from the first time we met her. She is a young multi-talented girl who could take on many different roles and characters at the same time. Her versatility and talents is perfectly aligned with Lipice brand that is versatile to one's own lifestyle at different occasions and lifestyles".

"She is an excellent role model to other young girls out there and we are thrilled to have someone with such versatility, genuine warmth, and confidence join the Lipice family. She is fun, young, cool and trendy, all the qualities that Lipice is looking for in a person to represent the brand", she added.

Commenting on being the new brand ambassador of Lipice, Wawa Zainal said, "I have always been a huge fan of Lipice's products and I am so honored to be a part of a brand that is so committed to making young girls look beautiful and feel confident at anytime, anywhere. It's like a dream comes true".

"Lipice has been my constant companion for the longest time. It was first introduced to me by my brother when I was in the secondary school and it has become a brand that I always used since then", says the vibrant girl whose first lip care product was incidentally a Lipice Sheer Color which her brother bought for her at age 14.

“Lipice is something that I always keep with me every day and without it, I don’t feel complete. I depend on it to quickly moisten and refresh my lips, enhancing my beauty for every role that I play at every occasion. Especially with my hectic schedule, Lipice gave me the natural confidence to do my best during shooting”, said Wawa, who is currently busy with her latest drama 99 Kali Rindu.

During her day off, Wawa kept her make-up at bare minimum with just a touch of lip balm. “I’m mostly bare-faced during my off time. I depend very much on Lipice Sheer Colour and I love how uniquely it changes to a natural pink color on my lips. The colour turned out to be amazing and suits my fashion and lifestyle at any time. I don’t have to worry about it!” she concluded.

Wawa replaced Lisa Surihani who was the brand ambassador earlier. Her favorite Lipice products are Lipice Sheer Color in Strawberry and Lipice Fruity in Strawberry. She relies on it very much to moisten and refresh her lips, enhancing her beauty at every occasion.

Lipice offers a wide range of lip care products to pamper the lips. It uses the finest ingredients, containing natural moisturizing ingredients and SPF15 sunscreen protection to protect delicate lips. From flavorful fruity lip balms to unique color changeable Sheer Color, dazzling glosses or soft and natural water color lip balm, Lipice has a product for all age groups, every occasion and lifestyle.