

EMBARGOED FOR TOY FAIR 2010 COVERAGE



NEW SUGEES COMBINE COSMETICS AND COLLECTIBLES

COSTA MESA, Calif. (Toy Fair 2010) – Just in time for spring, a new line of kid-friendly cosmetics combines the fun of collecting with the cool, practical protection provided by lip gloss.



Sugee Flavored Lip Gloss from GP Toys is the first line of wearable, “cosmetic” character collectibles. Designed for girls ages 6 and up, Sugee are highly detailed, cute and colorful characters that also house kid-safe cosmetics.

There are more than 24 Sugee cuties to collect and wear, from “Orange You a Diva” and “Don’t Cha Mocha” to “Get Minty Wit It” and “Va Va Vanilla.” Girls can clip the 3-inch Sugee case to their backpacks or wear them like charms on bracelets or necklaces.

An initial wave of 12 characters and flavors will be available in late spring 2010 and retail for \$5.99 for a lip gloss single-pack and \$10.99 for a twin-pack.

And that’s not all: Coming in fall 2010 will be Sugee Scented Nail Polish and even more cool cosmetic characters.

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