



SILKYGIRL, one of Malaysia's leading color cosmetics brands in the mass retail market, is set to cheer The Star on for its upcoming inter-school cheerleading competition.

SILKYGIRL Brand Personality

Exuding a fun, young and colorful personality, **SILKYGIRL** serves as an entry product for first-time color cosmetics users. The **SILKYGIRL** products are rich and vibrant with plenty of colors to play with. Priced affordably, **SILKYGIRL** is the perfect "experimental" tool for young girls to enhance their looks with its comprehensive range of lips, face, eyes and nails products.

Unleash Your Confidence

As suggested by its tagline "Unleash Your Confidence", **SILKYGIRL** promises to bring out the best in its customers. **SILKYGIRL** is here to help girls and young women look good, feel good and believe in themselves.

Being the sponsor of Cheer 2007

Being the sponsor of Cheer 2007, **SILKYGIRL** has 2 main objectives.

Firstly, to be a good cheerleader, one has to have pizzazz, a great smile, a nice uniform with matching pom-poms and of course, lots of confidence. This year, **SILKYGIRL** aims to amplify the cheerleaders' confidence by complementing the above qualities through a fusion of products and colors.

By adding a touch of color, the participating teams would stand out better during their performances.

Secondly, through this sponsorship, **SILKYGIRL** aims to promote a healthy lifestyle amongst its customers and also to encourage other Malaysian youths to take part in healthy activities.

SILKYGIRL is confident that this collaboration with The Star Youth 2 will take-off with grace.

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