



Kookai New Collection, 2011

BE FREE WITH KOOKAI

# BE FREE & KOOKAI

PART OF THE 2011 L'OREAL MELBOURNE FASHION FESTIVAL

MARCH  
2011  
14-20  
L'ORÉAL  
MELBOURNE  
FASHION  
FESTIVAL

**BE FREE PRESS RELEASE**  
MARCH 2011

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# FOR IMMEDIATE RELEASE

**Susan Gianevsky will introduce her formula BE FREE to Kookai's guest list for its A/W collection 'Where the Wild Things Are' at their standalone runway show as part the 2011 L'Oreal Melbourne Fashion Festival.**

The latest KOOKAI collection, 'Where the Wild Things Are' is inspired by the freedom and carefree spirit of the eternal traveller.

BE FREE™ underpins this very notion of provoking a sense of freedom for the being in you. BE FREE™ is a unique liquid formula cultivated to help stop bad habits from breeding by assisting with cravings, improving a sluggish metabolism, poor sleep and reducing the overindulging that we all battle with.

BE FREE™ works across multiple levels predominantly targeting the body's anchor, the mind. The formula can interrupt your learnt disposition and assist in the support to break free from addictive habits, by reducing cravings and altering the psychological dependency on alcohol, nicotine and overeating, inducing a sense of freedom from habit and wellbeing.

Susan Gianevsky founder & director of BE FREE™ has provoked free thought and inspired many women across the globe. Recently nominated for the 2010 Telestra Business Woman of the Year Award, Gianevsky has become a spokeswoman for women's health and has spent over twenty years in the field of health and wellness.

BE FREE™ balances the mind and acts as a detoxification, assisting commitment, motivation, energy, clarity, sleep and controls cravings. The alignment to Kookai's philosophy and collection is ideal as BE FREE™ makes you conscious of bad habits.

Find a sample of BE FREE™ in your Kookai gift bag at the 2011 L'Oreal Melbourne Fashion Festival.

**KOOKAI LMFF Runway Show– Tuesday 15 March at 7.30pm Shed 9, Central Pier, Docklands. Tickets for the Runway Show are \$49 and available through Ticketmaster.**

***KOOKAI's Robert Cromb said  
"the comprehensive range that is on offer  
captures the needs of today's fashion  
forward woman."***

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### BE FREE™

[www.befreenow.com.au](http://www.befreenow.com.au)



***“Our habits anchor our behaviour & thought patterns”***

Susan Gianevsky

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