

BOURJOIS
PARIS

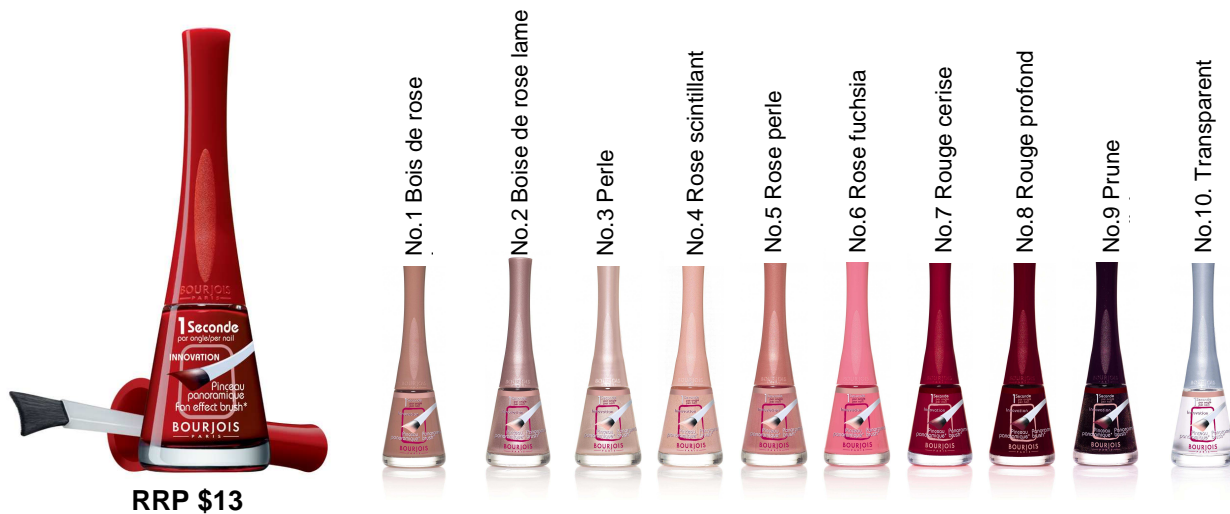
IMMEDIATE RELEASE

1 SECONDE NAIL POLISH!

Beautiful hands start with beautifully polished nails. Bourjois have now created a nail polish that is not only a beautiful quality of polish, but takes only one second to apply. This revolutionary nail enamel takes so little time to be applied to the nail, it leaves more free time for you!

1 Seconde Nail Polish is so fast and easy due to its ingenious panoramic brush. The brush is extra-wide and fits to the nail perfectly by adapting to its width. The fan shaped brush coats the nail evenly with a light touch, with only one application and without smudging or running to leave a perfect coat...in just one second!

The bottle of the **1 Seconde Nail Polish** is long and elegant with non-slip zones for extra grip, making painting your nails easy and efficient. The formula of the polish is enriched in quick drying silicone, which offers extreme coverage and absolute shine.



1 Seconde Nail Polish is a fast application and effective solution to the problem of rushed nails!

Bourjois

Quintessentially French and proudly Parisienne, Bourjois has been providing women with their daily doses of make up for over 140 years. Conceived in Paris for Parisienne stage artist's in the 1860's, the brand has created an intrinsic emotional and physical connection with the mega-city. Fun, colourful, quirky and French, the colourful masstige line is the essence of Paris Chic.

The Heat Group

The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Elite and Ulta3 and is recognised as one of Australia's most successful emerging companies. Founded in 2000, Heat prides itself on its unique company culture and sums this up in four words given to it by the Heat team: creative, dynamic, passionate, smart. To learn more about The Heat Group, please visit us at www.heatgroup.com.au.

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