

**SWEET KISS BEAUTY  
IN JUST ONE CLICK!**

**BOURJOIS**  
— P A R I S —

Introducing Bourjois' new  
seductive lipstick  
SWEET KISS –  
a super light-weight  
lipstick with high density,  
radiant colour.



This new generation lipstick  
plays on opposites:  
lightness and colour,  
suppleness and radiance,  
comfort and glamour and  
displays its difference with  
its purple transparent  
case and sleek opening  
mechanism.

A real fashion object with  
an original square shape.

**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 artists' 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.

# SWEET KISS BEAUTY IN JUST ONE CLICK!

**BOURJOIS**  
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A colour which is seen, a texture which is forgotten, **SWEET KISS** leaves an incredibly light feeling on the lips. Bourjois research shows that the most important criteria for women when choosing a lipstick are colour, texture and comfort upon application. These young women believe that lip makeup creates a heavy mask on their lips, and they dislike the unpleasant taste and heavy texture of some lipsticks. 97% of the women Bourjois interviewed wanted a fine texture on their lips.

Enriched with oils and waxes chosen for their lightness, the smooth formula deposits a fine and radiant film of colour. The 'new generation' satin finish Bourjois **SWEET KISS** lipstick combines polymers and argan oil which is well-known for its emollient properties. The formula also contains a gel complex that ensures maximum comfort upon application and intense colour from the very first stroke.

**SWEET KISS** dresses smiles in super light-weight radiant colours. A collection of 12 high density shades for lips that demand attention. So fashionable -



### 3 Neutral Beige/ browns

Beige Élégant  
Praline Distingue  
Brun Orne

### 3 Red Nuances

Rouge Glamour  
Rose Séduisant  
Rouge sur Mesure



### 4 Tender or daring Pinks

Rose Pomponne  
Rose Corset  
Fuchsia Class  
Rose Paré

### 2 Oranges Hues

Orange Apprêté  
Rose Allure



Available from March 2009 in Priceline, Priceline Pharmacy, Target and Kmart.  
Bourjois **SWEET KISS** lipstick will retail for \$23.  
For stockist info call 1800 181 040.

For further information on Bourjois or The Heat Group, please contact  
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The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Ulta3 and Elite 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 Heat go to [www.heatgroup.com.au](http://www.heatgroup.com.au)