

VINYL AND SHINE FOR KILLER NAILS

BOURJOIS
— PARIS —

So Laque Ultra Shine

Are you ready for killer nails that command attention? Put your hands up and surrender to Bourjois So Laque Ultra Shine, the new and improved So Laque nail polish.

Fun, quirky and French cosmetics brand Bourjois has now taken nail enamel to the next level for a killer finish. So Laque Ultra Shine boasts twice as much vinyl for an intense high gloss result.

The new formula boasts non-chip nails for up to seven days. The adhesive resin and fixing agents coat the nails with a flexible, ultra glossy and resistant film. The extra-flat brush allows effective and simple application.

So Laque Ultra Shine boasts 9 'Flawless Gloss' colours. Daring, elegant or trendy, the colour range comprises of 2 new shades and 7 revivals of the most popular So Laque colours. These 9 divine shades offer pure colour pigments without mother-of-pearl or sparkles to reinforce the smooth, glossy finish.

The Collection

- 21 – Cerise Noire
- 22 – Rouge Diva
- 23 – Fushia Hype (New)
- 24 – Rouge Escarpin
- 25 – Rouge Casino
- 26 – Beige Elegant (New)
- 27 – Beige Glamour
- 28 – Rose Lounge
- 30 – Noir de Chine



RRP \$12

Available June, 2009
in Priceline, Kmart, Target
and selected pharmacies.
Stockists – 1800 181 040

Each So Laque Ultra Shine lid is
conveniently colour matched to the shade
and features a distinctive feminine silhouette
– a glamour setting for killer 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 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.

For further information on Bourjois or The Heat Group, please contact Elisa Tubecki: elisat@heatgroup.com.au MOB: 0437 457 611

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