

BOURJOIS
PARIS

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CHANGING REFLECTIONS FOR DRAMATIC EYES

This December Bourjois launches a new range of eye pencils with double reflections for infinitely fascinating eyes. **Regard Effet Duochrome (RRP \$16)** eye pencils are enriched with **interferential pearls** which change colour depending on the light, creating a real duochrome effect.



The high concentration in pigments means intense and luminous shades for your eyes. Soft and smooth lead has been enriched with natural wax so that it glides comfortably across your lid blend with the lightest touch. You will find that even and smooth lines are easily achieved on both the upper and lower lids.

Innovative and original packaging with 2 painted colours blending into one another emphasize the duochrome makeup result.

Regard Effet Duochrome eye pencils add to Bourjois's broad palette of eye pencils. With 24 eye pencil shades, Bourjois has one of the largest and richest colour offers on the market.

Regard Effet Duochrome (RRP \$16) eye pencils are available in a 6 shade range. False blacks, Noir émeraude and Noir bleuté, create a smoky make-up effect. Or, for intense, dramatic eyes with colours with changing reflections, try Violet Rosé, Gris perlé, Vert doré or Brun mordoré.

Bourjois is available exclusively at Priceline and Priceline Pharmacies. For full stockist information contact 1800 181 040.

RRP \$16

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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