

BOURJOIS
— PARIS —

RELEASE FEBRUARY 2008

GET SENSATIONALLY SOFT SKIN WITH SEXY, CHIC AND SEDUCTIVE BOURJOIS LOOSE POWDER

For sensationally soft skin, that delivers a matte and lightly evened-out complexion, Bourjois introduces our beautiful new Loose Powder. Natural, radiant, velvety skin can quickly be achieved with this fine and light **mineral-enriched** loose powder. Presented in a beautiful and seductive compact... this is one gorgeous product that you won't be embarrassed to leave sitting out in your bathroom.

A compliment to our recently launched Compact Powder, this Loose Powder gives you an airy translucent finish. With a light and ultra feminine scent, this mineral-enriched loose powder melts onto the skin to even out your complexion giving you an airy and translucent finish. The mattifying properties of this powder will help to improve the wear of your foundation without drying out your skin.

The fine, ultra-light texture is so soft when applied you'll hardly know it's there. Yet it perfectly fulfils every woman's desire: from a light veil of powder to full coverage. Bourjois' Loose Powder is offered in two natural and radiant shades suited to every skin tone: a light shade in 01. Sable Elégant, and a medium shade in 02. Rosé chic.



RRP \$29

This must have treasure is so pretty and Parisienne with its chic pink and black design, that it will transform your everyday beauty routine into a sophisticated ritual.

Bourjois' **Loose Powder (RRP \$29)** is available from Priceline and Priceline Pharmacies from 1st February, 2008. For full stockist information contact 1-800-181-040.

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, 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 The Heat Group, please visit us at www.heatgroup.com.au.

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...get hotter with heat