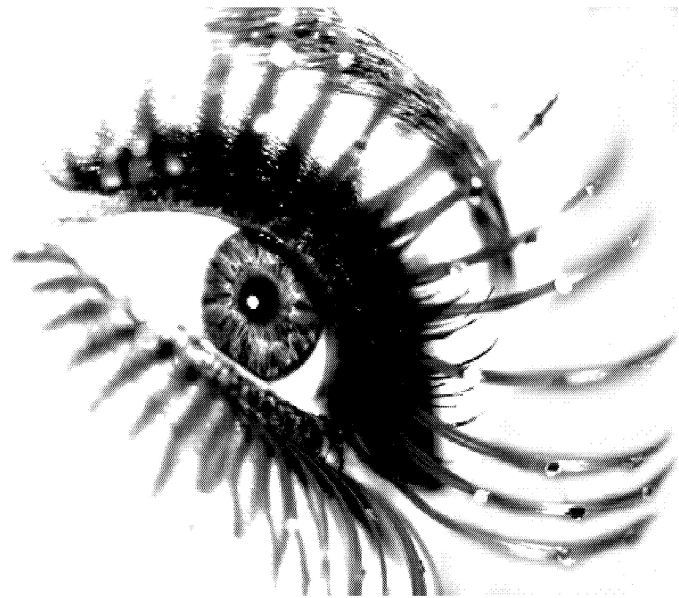


BOURJOIS

— P A R I S —

FOR IMMEDIATE RELEASE

Go all-night clubbing with deep, dark lashes that stay put!
New **Volume Clubbing Ultra Black** mascara and eyeliner.



In line with the latest winter trends, Bourjois has created a niche product for those in the clubbing scene - **Volume Clubbing Mascara in Ultra Black**. The **double-sided volumizing brush with deep product reservoirs** pumps the volume and creates a bold lash effect, so your eyes are never overpowered by the shadows.

The mascara itself - an **ultra-resistant and vinyl-enriched formula** - promises to outlast the night with more than **10 hours holding power**. Volume Clubbing Ultra Black formula **resists friction and does not flake** - perfect for a long night on the dance floor.

The perfect complement to your black mascara?
Bourjois' new **Volume Clubbing Liner in Ultra Black**.

Packed with **concentrated black mineral pigments**, it's perfect for deep, dark and uncompromising black definition.

With **8 hours of staying power**, Liner Clubbing in Ultra Black stays put and will keep you looking ultra alluring all the way through to dawn. No running, fading or transfer.

Bourjois Volume Clubbing Mascara and Liner in Ultra Black are only available in the single shade of Ultra Black.

Available at Priceline, Priceline Pharmacy and selected Target stores.

RRP: \$22.00 Mascara and \$21.00 Liner.

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.

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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