

# Bourjois Targets a Guinness World Record!

Fun, colourful, quirky and French, Bourjois cosmetics are celebrating their launch into national retailer Target by attempting to set a Guinness World record by conducting the most makeup applications in a day. **On Saturday 2nd August**, a team of Bourjois makeup artists will be applying makeup on Australian women at five Target stores around the country:

Target Highpoint – VIC

Target Bondi Junction – NSW

Target Chermside, Brisbane – QLD

Target Perth CBD – WA

Target Marion – SA

Registration for this world record breaking attempt will begin at 9.30am in front of these stores, with the express makeovers running from 10am through 4pm. The first 300 people at each store who take part in the event will receive a full size Bourjois Blush Pot as well as gift bag full of luscious goodies. The Bourjois blush, world-renown as the “little round pots of joy”, are sold world-wide at a rate of 3.5 million every year.

“Bourjois consumers are incredibly loyal and supportive of the brand,” says Alisa Kerr, Bourjois Brand Manager at The Heat Group, Bourjois’ Australian distributor. “We expect strong crowds early for the chance to participate in the record-breaking attempt and, of course, to get the free blush pot and gift bag!”

Launa Inman, Target’s Managing Director, added, “We are thrilled to have Bourjois in Target; it is such a good fit for our shoppers, who rely on us to bring exciting, fashion-forward brands, like Stella McCartney, Zac Posen, and now Bourjois. Bourjois’ Australian distributor, The Heat Group, rose to the challenge making Bourjois’ launch in Target Australia really impactful ... a World Record event. It will be a great event for all of our Target shoppers; free Bourjois makeovers, free product, and participation in cosmetics history!”



## 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  
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