



BOURJOIS
— P A R I S —

INTRODUCING LINER EFFECT MASCARA

Fashion forward French cosmetics brand Bourjois is constantly bringing something new to the market and pushing the boundaries with new design and technology. Bourjois knows that Mascara is a product that most women use and are eternally searching for the best on the market.

We understand, in an eye product women want:

- even more stunning make-up results
- time-saving and multipurpose products
- a great price for a great product

Introducing Liner Effect Mascara

Liner Effect is the *first mascara that not only lengthens lashes, but also creates a liquid liner effect at the base of the lashes*. The unique thermoplastic brush has both long and short bristles. The long bristles spread the formula along the entire length of lashes and the shorter bristles deposit mascara at the root of lashes to create the liner effect. The Result: lashes are emphasized from their very root and intensely lengthened for a doe-eyed effect.

The kohl enriched formula will reinforce the liner effect and 5 high density shiny colours will intensify the look. Available in Noir Styliste, Brun Artiste, Blue Designer, Vert Graphiste (*limited edition shade*) and Violet Createur (*limited edition shade*)

An elegant and intense look guaranteed!

BOURJOIS Liner Effect Mascara

launches in October 2008

RRP \$24

Available from Priceline, Target and Kmart stores nationally

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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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