

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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BOURJOIS LAUNCHES IN TARGET

It all started with the little rounds pots of joy...

In Paris in the 1860s, make-up was largely used by stage actresses, and consisted of greasy, thick creams that were uncomfortable to wear and damaging to the skin.

French perfumier Alexandre Napoleon Bourjois saw the opportunity to develop a range of expert cosmetics and devoted his time to creating a superior quality theatrical make-up. It was in this pursuit that he created the world's first powder blush, Pastel Joues, in 1863, which was a baked, coloured powder that blended beautifully on the face and was perfumed with the delicate scent of rose.

The blush was a great success with the actresses, and as make-up usage became fashionable off-stage it did not take long for the word to spread, making women everywhere eager to experience the magic of Bourjois.

Bourjois' little round pots, while born in the 19th century, remain the signature of the brand today; one is sold somewhere in the world every 10 seconds!

As one of the oldest French cosmetics companies in operation, Bourjois is truly a French expert in beauty, dedicated to always being a step ahead with innovative products and the latest colours.

Taking its cue from its beginnings in the fashionable entertainment industry, Bourjois continues to be on the forefront of fashion and style - with a Parisian twist.

The brand is all about colour, quality and joie de vivre - and this is true for every product in the Bourjois collection. The Bourjois range includes over 300 cosmetic products across eyes, lips, face and nail categories.

Bourjois relaunched into Australia in late 2006, and now the complete range of Bourjois products is available from Target stores nationally

FOR FURTHER INFORMATION REGARDING BOURJOIS, THE LAUNCH IN TARGET
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The Heat Group distributes leading cosmetic and accessory brands and is recognised as one of Australia's most successful emerging and fastest growing beauty companies. Founded in 2000, Heat prides itself on its successful delivery for its partners through its creativity, dynamism, and passion. To learn more about Heat, please go to www.heatgroup.com.au

GUINNESS WORLD BOOK OF RECORDS

Guinness World Records is the universally recognized authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is published in more than 100 countries and 20 languages and is one of the highest-selling books under copyright of all time with more than 3 million copies sold annually across the globe.

Guinness World Records celebrated its 50th anniversary edition in 2004, a year after the sale of its 100 millionth copy. The Guinness World Records website (www.guinnessworldrecords.com) receives more than 11 million visitors a year.

In 1951, Sir Hugh Beaver, then the managing director of the Guinness Brewery, went on a shooting party and became involved in an argument. Which was the fastest game bird in Europe – the golden plover or the grouse? He realized then that a book supplying the answers to this sort of question might prove popular.

Sir Hugh's idea became reality when Norris and Ross McWhirter, who had been running a fact-finding agency in London, were commissioned to compile what became The Guinness Book of Records. The first edition was bound on August 27, 1955, and went to the top of the British bestseller lists by Christmas that year.

Since then, Guinness World Records™ has become a household name and the global leader in world records. No other enterprise collects, confirms, accredits and presents world record data with the same investment in comprehensiveness and authenticity.

The Records Management Team maintains a vigilant watch to guarantee the accuracy and relevance of each and every Guinness World Record™, the team of Records Managers operates with unswerving impartiality and commitment to veracity. A fact may only become a Guinness World Record™ when it's tested, verified and elevated above all suspicion.

In order to break the Guinness World Record for the Most Cosmetic Makeovers in 1 day qualified beauty consultants must perform the makeovers, all participants names must be registered, before and after photos of each person receiving the makeover must be submitted, participants must be over 15 years of age or have parental permission, and the makeover needs to use the following products – concealer, foundation, loose powder, blush/bronzer, eye shadow, eyeliner, mascara and lip gloss. All participants are required to arrive with a clean, makeup free face and 2 independent witnesses with a background in cosmetics are required to act as scrutineers.