

**NEW BOURJOIS 1001 LASHES MASCARA  
WHO KNEW YOU HAD SO MANY?  
100% OF YOUR LASHES REVEALED!**

**BOURJOIS**  
— P A R I S —



When it comes to mascaras, women continuously want more and rightly so. **Bourjois** responds to the challenge with **1001 Lashes Mascara**. This high-tech mascara works on each and every lash, even the smallest! Your lashes will appear gorgeously enhanced and multiplied – eyes have never looked so intense.

**What's the Secret of 1001 Lashes?**

The revolutionary brush captures each and every lash, coating them with intense colour. Each lash is impeccably defined, creating a full fringe of eyelashes.

**The Latest in Mascara Technology**

The double-helix shaped applicator brush has astonishing powers: with its twelve rows of bristles it works on every single lash, even the tiniest corner lashes. Every lash appears multiplied, regardless of length. In just one application the lashes are enhanced and maximised.

The ultra-pigmented formula intensifies the colour of each lash. Enriched with natural carnauba waxes, the glide-on formula of **Bourjois 1001 Lashes Mascara** coats each lash individually. The intensely coloured pigments unleash their enhancing properties from root to tip. This softly textured fragrance-free mascara contains vitamin C and E, is good for your lashes and ideal for sensitive eyes and contact lens wearers.

**A High-Tech Finish**

Its innovative design and smart black and white case reflect the highly technical properties of **Bourjois 1001 Lashes Mascara**. Its sleek ergonomic shape fits perfectly in the hand for high-precision application.

**Available in Two Eye-Enhancing Colours**

- **Noir:** *the mysterious depths of carbon black*
- **Brun:** *the magic of a warm, dense brown*

**Bourjois 1001 Lashes Mascara** is on counter **October, 2009**

**RRP – \$24.00**  
**Stockist – 1800 181 040**  
**www.bourjois.com.au**



**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 Elisa Tubecki: [elisat@heatgroup.com.au](mailto:elisat@heatgroup.com.au) MOB: 0437 457 611

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](http://www.heatgroup.com.au)