

# AN INCREDIBLY FRESH SENSATION!

## INTRODUCING NEW BOURJOIS BIO DETOX ORGANIC ANTI-PUFFINESS CONCEALER

# BOURJOIS

— P A R I S —



**Bourjois** provides a clever solution to difficult mornings with its **Bio Detox Organic Concealer**. It's amazing concealing and anti-puffiness performance is thanks to the dual action of a massaging roll-on applicator and a formula that contains 98.8% ingredients of natural origin. (Including 14.4% ECOCERT certified ingredients from organic farming.)

### An Invigorating, Natural Formula!

The natural formula of **Bourjois Bio Detox Organic Concealer** combines the anti-puffiness properties of horse chestnut extract with light-reflecting pigments to hide dark circles and puffiness. The non-greasy texture lets skin breathe and delivers lightweight, even coverage for an ultra-natural result.

### A Massaging Roll-On Applicator

The small metal ball of the roll-on applicator gently massages the eye contour. This massaging action, coupled with an "ice cube" effect, stimulates micro-circulation of the skin. It produces effective and immediate action on dark circles, puffiness and swollen eyelids. This draining action immediately enhances the eyes.

### A Young, Fresh Look

With its transparent tube, you're sure to choose the right shade! **Bourjois Bio Detox Organic Concealer** comes in a handy, pocket-sized format for those essential touch-ups throughout the day.

**Bourjois Bio Detox Organic Concealer** provides natural coverage with no marks or streaks.

**Light and Medium Skin Tone: Shade 02**  
**On Counter – September 2010**  
**Stockists – 1800 181 040**  
**RRP – \$26.00**

**How to Apply Bio Detox Concealer: Glide the massaging roll-on applicator around the eyes then gently pat with the fingertips to blend well and release the light-reflecting pigments.**



### 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, Ultra3 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)