

A BREATH OF FRESH AIR FOR YOUR SKIN!

INTRODUCING NEW BOURJOIS
BIO DETOX ORGANIC FOUNDATION

BOURJOIS
— P A R I S —



Detoxify your complexion with the new **Bourjois Bio Detox Organic Foundation**.

This new foundation from **Bourjois** boasts a pure, fresh and even skin tone. Plus, its name speaks for itself:

Bio (Organic): A formula that is 98.8% of natural origin certified by ECOCERT as an organic cosmetic for a flawless finish.

Detox: A formula enriched with chlorophyll which brings oxygen and filters pollution to purify skin with each application.

Foundation: A liquid foundation for a fresh makeup result and natural matte finish.

Bourjois Bio Detox Organic Foundation contains chlorophyll, plant derived waters and mineral pigments for both makeup and skincare benefits. This has an anti-imperfection effect that evens out the complexion, lets the skin breathe, smoothes blemishes and lightly mattifies the skin. It also has an anti-pollution and anti-free radical action for a pure and even skin tone.



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 MOB: 0437 457 611

The Heat Group distributes leading cosmetic and accessory brands, Max Factor, COVERGIRL, Bourjois, 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

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A Velvety Finish and Fresh Fragrance

Bourjois Bio Detox Organic Foundation's soft, light and fluid texture leaves no excess product. It's easy to apply thanks to natural esters, plant silica and mineral origin. With the perfect dose of ultra-finely crushed powders and rice powders, the texture mattifies the skin and the light-diffusing mineral pigments conceal imperfections. With these "good for my skin" ingredients, the non-greasy texture lets skin breathe and your complexion feels refreshingly light and pure.

And for a touch of vitality, the fresh, fruity fragrance of the foundation includes green notes of melon, apple and sweet jasmine.

A "Premium" Look!

The lightweight, clear and colourless **Bourjois Bio Detox Organic Foundation** packaging makes it easy to see the shade within. The rounded lid with a frosted green holographic effect reinforces the natural element. Plus, the pump delivers the precise dosage – one pump is enough for the entire face.

Natural and Luminous Shades

Choosing the right colour from the 6 naturally fresh and luminous shades couldn't be easier. No need to know if you have a gold or pink complexion, simply opt for a light or dark shade, depending on the tone of your skin and the desired effect.

Light Skin Tone

- 51 – **Light Vanilla**
- 52 – **Vanilla**

Medium Skin Tone

- 53 – **Light Beige**
- 54 – **Beige**
- 55 – **Dark Beige**

Tanned Skin Tone

- 56 – **Light Bronze**

On Counter – September 2010

Stockists – 1800 181 040

RRP – \$36.00

Certified as an organic cosmetic according to ECOCERT standards, Bourjois Bio Detox Organic Foundation boasts a formula with 98.8% ingredients of natural origin and 21.9% from organic farming.



Active Natural Ingredients

Organic Chlorophyll from Plants: Brings oxygen and filters pollution to purify the skin.

Organic White Tea Water: Fights against free radicals.

Green Barley Sprout Water: Rich in phyto-nutrients, vitamins and minerals, it hydrates and nourishes skin cells.

Moringa Seed Extracts (Peptides): Protects skin cells, creating a shield against stress from pollutants. They sanitise the skin, ridding it of asphyxiating micro-particles.

Mattifying Rice Powder: Rich in natural silica.

Virgin Jojoba Oil: With nourishing properties to maintain hydration and elasticity of the skin.

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