

THE NEW BOURJOIS MASCARA – SKYSCRAPER LASHES IN JUST ONE APPLICATION

BOURJOIS
— P A R I S —



MINIMAL EFFORT for MAXIMUM EFFECT



If you want skyscraper lashes in just one easy application, then look no further than the **Bourjois 2 in 1 Coup de Théâtre Mascara** – a lengthening and false lash result in one step.

Usually spectacular lengthening results are obtained in two steps with this double-ended mascara. The formula of **Bourjois 2 in 1 Coup de Théâtre Mascara** contains a lengthening base with micro nylon fibres for a stunning lash extension effect. The lash-extending applicator, an ultra-lengthening fine and elongated injected brush, allows you to spread the formula from the root to the end of the lashes and evenly coat the lashes with fibres.

Now you don't need to worry about the difficult-to-cover white bases of lengthening mascaras, the **Bourjois 2 in 1 Coup de Théâtre Mascara** ensures the double-ended result with the easy application of classic one-step mascara.

The range of five deep and intense shades **Bourjois 2 in 1 Coup de Théâtre Mascara** highlights current European colour trends:

- Noir–Black
- Brun–Brown
- Bleu–Blue
- Vert –Green (Limited Edition)
- Violet–Purple (Limited Edition)



Play up your eyes with serious length and intense colour on your lashes with the **Bourjois 2 in 1 Coup de Théâtre Mascara**. RRP \$21

Available on counter May 2009 in Priceline, Target and Kmart stores nationally.

For stockists information call 1800 181 040.

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, 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