

NOT FOR THE FAINT HEARTED

Effet 3D Max Gloss

BOURJOIS

— P A R I S —



Bourjois Shakes up the World of Gloss with Effet 3D Max Gloss!

The new formula of Bourjois Effet 3D Max Gloss offers up to 33% extra shine for maximum impact with an innovative 3D texture, and the new generation applicator maximises the intensity of the formula.

Smoothing Formula for Maximum Impact

Enriched with shine micro-activator polymers, the texture is extra smooth, ultra comfortable and extremely covering. By forming a supple and light film on the lips, the formula delivers true colour with maximum shine. The remarkable hold of Bourjois Effet 3D Max Gloss makes lips ultra glamorous and radiant to light up your smile!

The Intelligent Applicator* for Maximum Volume

To accentuate the intensity of the formula, the applicator is equipped with a new reservoir system. The applicator's two distinct areas make it possible to maximise the application – this perforated area spreads the Bourjois Effet 3D Max Gloss on the two sides of the applicator allowing the formula to evenly cover the lips. Plus, the applicator precisely follows the curve of the lips, perfectly depositing the formula and creating a dazzling result.

**Registered design*

Colours

Modern and inspired, Bourjois Effet 3D Max Gloss is available in six ultra bright colours. Each colour harbours a dash of pink to give even greater volume and freshness to the lips.

The Collection

- > Rose pale – pure coral
- > Rose Or – antique rose
- > Rose Bleute – warm rose pink
- > Framboise – luscious strawberry pink
- > Peche Shiny – tropical peach
- > Brun Etincelant – iridescent caramel

Everything about Bourjois Effet 3D Max Gloss oozes femininity – the accentuated curves of the transparent tube echo sensuality, and the sheer packaging highlights the colour range making colour selection simple.

Bourjois Effet 3D Max Gloss has been developed to capitalise on the phenomenal success of the Bourjois Effet 3D range with sales in excess of 3 million glosses each year.

RRP \$22

Bourjois Effet 3D Max Gloss is available June, 2009

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.