

MINERAL RADIANCE POWDER

BOURJOIS
— PARIS —

*the perfect marriage
of matt and radiance*

The new **Bourjois Mineral Radiance Powder** is the essential compact for all women and the 'big sister' of the famous small round pots of joyful colour. Thanks to their historical expertise with powders, **Bourjois** has been able to develop a unique mineral powder formula that mattifies without dulling the complexion. The colour is radiant; naturally embellished with softness and transparency!

The **Bourjois Mineral Radiance Powder** boasts a formula that combines mattifying micronized mineral powders, radiance boosting mineral quartz and purified mineral pigments to promote superb coverage, yet natural looking skin.

Unlike the classic compact powder, **Bourjois Mineral Radiance Powder** is developed by using unique hot pressing technology – similar to baking a soufflé! It's this specific process that ensures an ultra fine and lightweight texture for a flawless, matt and natural result. **Bourjois Mineral Radiance Powder** is also good for the skin as the dermatologically tested, non-comedogenic, non-drying formula contains vitamin E with anti-oxidant properties.

A sophisticated and ultra-feminine powder compact, the design of **Bourjois Mineral Radiance Powder** has been inspired by the iconic **Bourjois** little round pots. The outer packaging displays the shade within, and has a guided pushbutton for easy of opening and a large integrated mirror with a powder puff applicator.

The range boasts four luminous colours including **Rosé Clair** and **Bonne Mine** for lighter skin tones, and **Beige Médium** and **Doré** for the darker tones.

RRP \$28

Available on counter April 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.

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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