

PRETTY PARIS

BOURJOIS SPRING LOOK 2010

BOURJOIS
— P A R I S —



As the springtime breeze begins to waft through the streets, nature is celebrated through the light, fruity colours of **Bourjois Pretty Paris Spring Look 2010**.

The florals of the 2010 catwalks are gently integrated through the soft yellow, shimmering peach and energising orange that combine with the essential brown hues to create the perfect Parisian springtime fantasy.

Eyes – A Golden Gaze

Illuminate the eyes with the limited edition harmonious **Bourjois Round Eyeshadow Pots** in **Tabac Blond** and **Citron Givré**. The luxurious brown veil, enhanced with glints of golden pearl, complements the citrus yellow and together brings a soft intensity to the eyes.

For extra effect, eyes are outlined with a bright stroke of the **Bourjois Kohl & Contour Eyeliner Pencil** in **Vert Expressif**, then intensified and curled with **Volume Glamour Ultra Curl Mascara** in **Black Curl**.

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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Lips – Soft Sorbet Shine

Lips will shimmer and shine with fruit inspired colour of **Sweet Kiss Lipstick**, a radiant sorbet red shade. The nourishing, light-weight formula will keep lips moisturised while the radiant shade will bring colour to lips.

Fresh dewy lips are created with a gentle swipe of **Bourjois Effet 3D Max Lip Gloss** in **Pêche Shiny**, or a softening gloss such as **Bourjois Effet 3D Lip Gloss** in **Transparent**.

Nails – Fruity Frivolity

Nails are bright and glossy with the vibrant coral hue of **Bourjois So Laque Ultra Shine** in **Tangerine Fatal**, or the soft pink beige of **Beige Glamour**.



Makeup Tip

Bourjois Colour Designer – Christophe Durand

Apply **Bourjois Round Eyeshadow Pot** in **Citron Givré** as an illuminating base over the entire eyelid. To give your eyes a beautiful brown veil, blend **Bourjois Round Eyeshadow Pot** in **Tabac Blond** onto the mobile eyelid, avoiding the inner corner of the eye and extending to the outer corner.

Enliven the iris by applying the **Bourjois Kohl & Contour Pencil** in **Vert Expressif** under the eye or on the inner corner. This will create a contrast against the lashes that boast **Bourjois Volume Glamour Ultra Curl Mascara** in **Noir**.



The Pretty Paris Range

- **Bourjois Round Eyeshadow Pots** in **Tabac Blond (Limited Edition)** – RRP \$19.00
- **Bourjois Round Eyeshadow Pots** in **Citron Givré (Limited Edition)** – RRP \$19.00
- **Bourjois So Laque Ultra Shine** in **Tangerine Fatal (Limited Edition)** – RRP \$12.00
- **Bourjois Kohl & Contour Eyeliner Pencil** in **Vert Expressif** – RRP \$16.00
- **Bourjois Volume Glamour Ultra Curl Mascara** in **Black Curl** – RRP \$20.00
- **Bourjois Sweet Kiss Lipstick** in **Rouge Glamour** – RRP \$23.00
- **Bourjois Effet 3D Lip Gloss** in **Transparent** – RRP \$21.00
- **Bourjois Effet 3D Max Lip Gloss** in **Pêche Shiny** – RRP \$22.00
- **Bourjois So Laque Ultra Shine** in **Beige Glamour** – RRP \$12.00

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