

# THE NEW BOURJOIS LIP CREAM

BOURJOIS  
— PARIS —

## *So powdery, So soft,* **SO DELICATE**

Introducing Bourjois' new finish for lips – **So Delicate** lip cream. A smooth, creamy texture that melts on the lips and offers a pure colour with a powdery finish.

Enriched with coconut oil, the **So Delicate** formula nourishes lips for over 8 hours. Creamy and gentle, it glides onto the lips leaving the lips feeling instantly comfortable. The infinitely soft and colourful powder microdots are transformed into a fine velvety smooth film.

**So Delicate's** contemporary slim-line pack is colour matched to the product so that you can easily find the shade you like. The soft foam applicator has been especially designed to make application quick and easy.

8 discreetly velvety shades

- *Rose poudré* sweet rose pink
- *Voile de pêche* perfect peach
- *Rose velouté* pink with a hint of caramel
- *Rouge blush* blushing red
- *Fuchsia délicat* delicate fuchsia pink
- *Prune sophistiqué* elegant velvet plum
- *Rouge chic* femme fatale red
- *Brun raffiné* opulent chocolate brown

**RRP \$23**

Available from February 2009 in Priceline, Target and Kmart stores nationally.

For stockist info 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

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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](http://www.heatgroup.com.au)