

# PERFECT NAILS FOR 10 DAYS!

## NEW BOURJOIS 10 DAY NAIL ENAMEL

# BOURJOIS

— PARIS —



Deciding between a favourite colour and long-lasting enamel is often a tough decision. **Bourjois** introduces the first nail enamel that lasts up to 10 days, so there is no dilemma.

### A Magic Trick? No... a Technical Triumph!

With an exclusive fortifying formula and angled touch-up brush, **Bourjois 10 Days Nail Enamel** gives nails perfect colour and hold for up to 10 days\*, with an invisible touch-up. Nails are chip-resistant with a luminous finish.

### "Time Goes Past, my Nail Colour Lasts!"

The ultra long-lasting colour hold, boasts rich and radiant colour. With its covering and generous formula, nails are smoothed and perfectly coloured. With a pro-silicium formula, nails are twice as resistant, and protected with no chips and no breaks.

### An Angled Touch-up Brush

**Bourjois** innovation! The angled brush of **10 Days Nail Enamel** has many strings to its bow...

**Perfectly Shaped Curve:** The multi-purpose brush is wide and profiled, and therefore fits to the shape of your nail giving it instant curve.

**Touch-up Application:** The angular brush shape is specially designed for ultra-precise, touch-ups to perfectly conceal minor chips without marking the nail. The angular shape of the handle mirrors the shape of the brush, offering better stability when applying the enamel and making it easier to touch up. The perfect touch-up becomes child's play!

### Designer Bottle

Understated, elegant and feminine in design, the curved **Bourjois 10 Days Nail Enamel** bottle portrays its strong colour. The colour co-ordinated cap matches each shade, and not only enhances the colour range but facilitates the choice of enamel.

### A Total of 9 Glamorous and Fashionable Shades

Taken from the very heart of fashion trends, the 9 ultra-glamorous shades provide this seasons' must haves!

#### Classic Shades:

- 12 - A pearly white
- 13 - A soft pastel pink

#### True Feminine Shades:

- 14 - A lilac pink
- 17 - A bougainvillea
- 21 - A deep red

#### Fashion Shades:

- 11 - A poppy red
- 15 - A fuchsia pink
- 16 - A coral pink
- 19 - An ultra-violet

RRP - \$13.00

On Counter - June, 2011

Stockists - 1800 181 040

*\*Up to 10 days hold with a touch-up. Scientifically tested on 110 panellists.*



Bourjois

Quintessentially French and proudly Parisienne, Bourjois has been providing women with their daily doses of make up for over 150 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](mailto:elisat@heatgroup.com.au) MOB: 0437 457 611

The Heat Group distributes leading cosmetic and accessory brands, Max Factor, COVERGIRL, Bourjois, Ulta3, NYC, Essence 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)