

# SEXY SMOKY EYES IN ONE PENCIL STROKE

**BOURJOIS**  
— P A R I S —

Always at the sharp end of eye pencil developments and trends, **Bourjois** have designed a new eyeliner that creates a superb smoky eye effect in 2 quick steps.

Intelligently designed with its double end and soft creamy texture, the **Bourjois Effet Smoky Pencil** creates a soft halo around the eyes for a simple, smoky and undeniably sexy look.

## Step One: Contour

The creamy pencil glides along the lashline, leaving an intense colour which outlines the eye in a single stroke.

## Step Two: Blend

The creamy liner smudges easily using the smudging end of the pencil, creating dark, smoky eyes. The very gentle formula\* is suitable for sensitive eyes.

## 5 Bewitching Smoky Shades

With a lid colour to match the liner in the pencil end and a transparent lid on the smudger end, the 5 pencils are easy to use. Each comes with a clear colour coding and explanatory diagrams.

- > **Smoked Brown** – *Frosted brown with a pink-gold pearly sheen*
- > **Dark Purple** – *Purple lifted with a touch of carbon black*
- > **Deep Green** – *Like the deep ocean*
- > **Grey Shadow** – *Intense silver*
- > **Intense Black** – *An extreme black*

Tip – For a sophisticated look, combine the **Bourjois Effet Smoky Pencil** with **Bourjois Smoky Eyes Trio** or the **Bourjois Round Eyeshadow Pots**. For a quick makeup fix, just use the **Bourjois Effet Smoky Pencil** on its own.

**On counter** – January, 2010

**RRP** – \$20 **Stockists** – 1800 181 040

*\*Ophthalmologically tested*



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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, Ultra3 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)