

CREATE PERFECT FAIL PROOF SMOKY EYES

BOURJOIS
— P A R I S —

Introducing Bourjois
Smoky Eyes
Eyeshadow Trio – a
range of colour
harmonies in 3
complementing
shades for perfect
blending.



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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Who said that smoky eyes have to be smudgy greys? Get creative and experiment with the new **Smoky Eyes Eyeshadow Trio** from fun and quirky French brand **Bourjois**.

These new trio eyeshadows offer a range of colour harmonies in 3 complementing shades for perfect blending.

Manufactured with the same process which has made the **Bourjois** eyeshadow range famous since 1863, the **Bourjois Smoky Eyes Trio** possesses the same qualities of flexibility and softness.

With the mother-of-pearl pigments, blending has never been so simple. **Bourjois Smoky Eyes Trio** offers unequalled colour graduation in 3 levels:

1. **Brilliance and transparency to brighten**
2. **Intensity to give definition**
3. **Concentration of pigment for sculpting**

Bourjois Famous 'Baked Technology'

The eyeshadow is oven-baked in little moulds, like lovely little cakes. The result of this technique gives a unique airy and soft texture. Thanks to their microsize formula, they have exceptional blending qualities, lasting up to eight hours. Tested under ophthalmological control and containing mineral powders, the **Bourjois Smoky Eyes Trio** eyeshadows are suitable for sensitive eyes.

Inspired by the timeless little round pot, the **Bourjois Smoky Eyes Trio** continues the theme: the packaging is colour matched, with a hinge and push button opening. It also boasts a new feature – a transparent lid to display the colours within.

On the back of each box, advice for achieving a 'fashion smoky' or 'classic smoky' eye is demonstrated in 3 stages. It's so simple!

On counter – November, 2009

RRP – \$28

Stockists – 1800 181 040

4 Stunning Shades



Gris dandy – Grey, pearl grey and strong silver



Or baroque – Brilliant gold, gold with bronze reflections, dense deep gold



Nude ingénu – Pink cloud, iridescent brown, chestnut



Rose vintage – Pearly pink, rosewood, purplish pink

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