

LIVE LIFE TO THE MAX!

NEW BOURJOIS VOLUME GLAMOUR MAX MASCARA

BOURJOIS

— PARIS —



Bourjois has given a new dimension to its 'topselling' mascara, **Volume Glamour**, by creating **Volume Glamour Max Mascara!** Eyes have never looked so glamorous, intense and volumized.

This new mascara lives life to the max! Everything about it is oversized – its full-contact brush, maximum effect formula and incredible maxi-results. **Volume Glamour Max Mascara** boasts amplified volume with 10 x more volume* for 16 hours**!

Maxi Rounded Full-Contact Brush

Volume Glamour Max has an incredible XXL size brush! Its specific rounded shape guarantees maximum contact with the lashes for perfect lash-to-lash coating! This ultra-soft brush with supple, smoothing and generous fibres, coats the lashes evenly from root to tip. Lashes are clump free and dressed in a deep black shade.

Maxi Black Pearl Extract Formula and 16-Hour Stay-on Power

Bourjois has also enhanced the **Volume Glamour Max** formula! Ultra-volumizing, it offers spectacularly thick lashes. The black pearl extract formula, known for its protective and fortifying qualities, covers the lashes in an intense and luminous black, and instantly smoothes the lashes. The supple and soft texture, enriched with natural waxes, creates irresistible eyes... for 16 hours!**

To suit all women, **Bourjois** has also created a waterproof version – **Volume Glamour Max Waterproof** – which defies time with its 24 hour maxi-hold formula!

Maxi Design, Boasting Curve and Volume

The generous and rounded lines of the product immediately conjure up maxi-volume, feminine curves, the roundness of pearl and richness of the application result. The **Volume Glamour Max** name is clear in pink (or blue for the waterproof version) on the black pack.

"Good for my Lashes" Formula

Suitable for sensitive eyes and contact lens wearers, the protective black pearl extract contains natural waxes that are good for lashes.

Available in **Bourjois Volume Glamour Max** in **Noir Max** and **Bourjois Volume Glamour Max Waterproof** in **Noir**.

On counter – March, 2011

RRP – \$22.00

Stockists – 1800 181 040

* Scientifically tested on 61 women

** Scientifically tested on 60 women

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 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