

CUSTOMISED VOLUME WITH NEW BOURJOIS VOLUMIZER MASCARA

BOURJOIS
— P A R I S —



Mascara remains every woman's basic make-up tool and every woman has their own special relationship with mascara. From a natural look in the morning, to a more sophisticated look in the evening – mascara is always a trusty weapon of seduction.

Bourjois enhances the difference of each one of these looks with its new **Volumizer Mascara**. The transformable brush can give the lashes up to 11 times* more volume with no clumps.

It's a new way to apply mascara for a result that boosts lash impact to the max – YOU decide on the volume!

The Volumizer Mascara brush is the key to customised volume for your lashes. A two-step process adjusts the amount of formula deposited on the lashes to give you two great make-up looks.



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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Customised Volume with No Clumps

The **Volumizer Mascara** brush is the key to customised volume for your lashes. Made of expansive fibres, it visibly transforms from one application step to the next.

A two-step process adjusts the amount of formula deposited on the lashes to give you two great make-up looks to choose from:

Step 1 – Defined Volume

Apply step 1 only for defined volume with no clumps

Step 1 separates and defines lashes and prepares them for defined volume. The brush is lightly loaded with just the right amount of product to coat the lashes. It separates and lengthens cleanly across the lash line. For those of you looking for natural volume, step one is all you need.

Step 1 Plus Step 2: Boosted Volume

Apply step 1 plus step 2 for up to 11 times* more volume, with no clumps

By adding Step 2 after Step 1, the fully loaded brush coats lashes and boosts their impact to the max. With 11 times more volume*, the effect is breathtaking and clump free. The eyes are noticeably enhanced... all thanks to the 'transformable' brush!

Customised Result

The formula of **Bourjois Volumizer Mascara** is adjustable, spectacular and smart. Ultra-voluminising, enriched with encapsulated ceramide, it boosts lash volume with each coat. The formula sculpts and generously coats lashes from root to tip. The result – an intensely voluminised and plumped lash line with no clumps!

The "good for lashes" formula is enriched with plant waxes, Provitamin B5, and fortifying and restorative ceramide. The formula is suitable for sensitive eyes and contact lens wearers.

A Dual-Concept Design

The design perfectly conveys the volumised impact, while the double lid evokes the mascara's innovative 2-step application technique. The sophisticated tube is nothing short of striking – just like the eyes!

Two timeless shades for spectacular impact:

- **Maximizer Black – Deep black coal**
- **Optimizer Brown – Intense brown-black**

RRP – \$24.00

On Counter – October, 2010

Stockists – 1800 181 040



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