

BOURJOIS
— PARIS —

FOR RELEASE FEBRUARY 2008

EFFECTIVE WATERPROOF MASCARA THAT IS **EASY** TO REMOVE

Not possible, you might claim! But sure enough, Bourjois has developed a new product that avoids the fastidious task of removing waterproof mascara. No more unpleasant oily sensations on your eyes!

Simplify your life this summer or the next time you plan to watch a tear-jerker with your beau. The innovative new formula of **Easy Waterproof** gives intense volume and unrivalled water resistance, yet the **oil-free formula** is perfectly eliminated from your lashes with a classic, non-greasy make-up remover.

The dual fibre brush introduces maximum intensity. Reservoir fibres immediately coat the lashes with mascara while supple fibres optimally smooth the formula along the entire lash length.

A filmogenic agent coats the lashes in an enveloping waterproof film, making the mascara optimally water resistant. The rich and supple formula creates long-lasting voluminous lashes, yet in an instant and with your classic make-up remover, **Easy Waterproof** comes off in a flash.

Designed for easy and precise application **Easy Waterproof (RRP \$23)** is available in both Easy black and Easy brown and will be on counter in **February, 2008**. Bourjois is available exclusively at Priceline and Priceline Pharmacies. For full stockist information contact 1800 181 040.



RRP \$23

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 artist's 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.

The Heat Group

The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Elite and Ulta3 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 The Heat Group, please visit us at www.heatgroup.com.au.

For further information on Bourjois or The Heat Group, please contact:

annmariejohnston

pr manager

annmariej@heatgroup.com.au

TEL +613 8545 7107

FAX +613 9548 9127

...get hotter with heat