

BOURJOIS

— P A R I S —

For June Release

Ombre Stretch – Imagine, Blend and Amaze. An elegant expert combination of material and style.

Imagine that you have the power to actually change the appearance of your eyes! Create an expert look in record time with **Ombre Stretch**- the new innovative eye shadow by Bourjois, **inspired by nylon**.



Ombre Stretch eye shadow adds a new dimension to eye make-up. With nylon micro-spheres, the eye shadow feels **sensual, light and powdery, but is elastic enough to stay put!**

The colours beautifully sculpt the eyelids while the petite, expert brush reaches the contours, maximizing the technical qualities of the shadow and leaving no corner incomplete.

Ombre Stretch is contained within a rectangular case that resembles an MP3 player. Sleek, innovative and refined, **the case is the same colour as the product** inside which makes colour selection a breeze. The integrated **panoramic mirror** and easy **push-button opening** complete the package.



The major innovation behind this formula is the **nylon microspheres** that perfectly adhere to, coat and envelope the eyelids. Like a fabric that beautifully enhances the body, **Ombre Stretch** covers the eyelids with infinitely blendable colours.

The results may be adapted to each individual's desires: dense after the initial application, this eye shadow may then be easily blended for a **satiny, luminous and intense finish**.

Thanks to its **10 shimmering shades**, it is possible to create a wide range of looks: Intense Black, Maxi Blanc, Or Extensible, Flexi Brown, Vert Etirable, Rose Elastique, Violet Profond, Stretching Denim, Brun Nylon, Bleu Elasthan.

Ombre Stretch on counter in Priceline from June 08
RRP \$20.00

For more information about **Ombre Stretch**, the Bourjois product range or products and photography, please contact Brandy Paris at the Heat Group on (03) 8545-7100 or brandyp@heatgroup.com.au. For full stockist information contact 1800 181 040.

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.

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:

brandyparis

brandyp@heatgroup.com.au

TEL +613 8545 7108

FAX +613 9548 9127

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