

For June Release

So Rouge! **The temptation of red.**

Bourjois is seeing red.

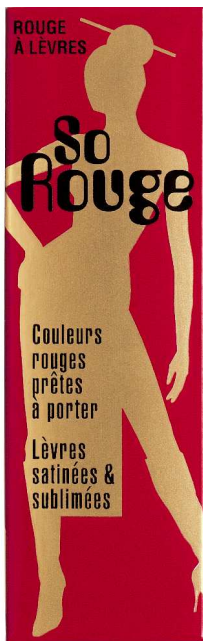
The **So Rouge** lipstick collection interprets red in 4 shades, inspired by the charms of the Orient. Bright or dark, luminous or mysterious, **So Rouge**: it's not Chinese, it's **Bourjois!**

Ready-to-wear reds.

A deadly weapon of feminine beauty, **So Rouge** offers 4 intense, shimmering lipsticks. But in addition to its colour palette, the **So Rouge** collection stands out by its smooth formula, enriched with mango and shea butter, which moisturizes for 8 hours. Under this smooth, even texture, the silicone micro-ball and polymer complex plumps up the lips and the soft-focus pigments reflect the light.

The lips are perfect and satin smooth, and the look is....so chic!

A hint of China.



Well-protected in its tube, this new lipstick shows off its colours and influence with the cut-out silhouette of a beautiful Chinese woman portraying all the sensuality of the Orient.



4 colours to die for...

Being daring with red is easy with the totally wearable shades of the **So Rouge** collection.



So Rouge on counter in Priceline from April 08
RRP \$20.00

For more information about **So Rouge**, 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.

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...get hotter with heat