

BOURJOIS

— P A R I S —

FOR IMMEDIATE RELEASE

Let loose with Suivez mon regard...the new Shimmering Loose Powder Eyeshadow range from Bourjois.



Make-up professionals agree - nothing beats loose powder when it comes to creating a personal touch or a dramatic look for your eyes.

Bourjois has created a new range for their successful loose powder eyeshadows - Suivez mon regard - packed with **iridescent particles** and more shimmery than ever. New Suivez mon regard has a high concentration of **mother-of-pearl**, a new texture for improved hold.

Packaged in adorable tiny pots that enhance any make-up bag, the range boasts a brand new brush; optimally ergonomic, with a mixture of smooth and curvy bristles for easier application. Excess powder falling on your cheeks is now a thing of the past!



Sublime colours that are ideal for sophisticated make-up results.

Available in 10 shades: Rose or, Rayon vert, Ambre, Bleu insolite, Illuminateur, Or pepite, Bleu swimming pool, Sparkling blue, Beige sunshine and Gris Pixel.

Create your favourite look or experiment for something new - but no matter which shades you choose, be prepared to stand out!

RRP: \$22. Available from Priceline, Priceline Pharmacy and selected Target stores.

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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