



BOURJOIS
— P A R I S —

InStyle
WINNER 2014
**BEST
BEAUTY
BUYS**

Announcement – March 2014

Bourjois WINS InStyle Magazine's Best Beauty Buys 2014

For the second year running **Bourjois** Blush Pot has been awarded Best Blush under \$25, in *InStyle* Magazine's *Best Beauty Buys*. Favoured by both beauty industry professionals and consumers, Blush Pot is one of **Bourjois'** most iconic products.

Bourjois created the first 'dry' powder makeup for stage actresses which was infinitely better than the greasy fat based cosmetics. The baked coloured blusher that blended perfectly was perfumed with delicate rose scent. In 1879, it was made accessible to all women packaged in beautifully decorated little cardboard pots with floral motifs. In 1914, the packaging started to match the colour inside and this has remained the strategy ever since. Now boasting 17 different shades, **Bourjois** Blush Pots also include an integrated mirror and beautifully curved application brush, for easy use.

"We're so grateful to be awarded *Best Blush* again in 2014 – a product that's 150 years old speaks for itself, but to be recognised by *InStyle* Magazine is an honour", says Laure Pichon, **Bourjois** Brand Manager.

Launched in 2000, *InStyle's Best Beauty Buys* highlight 101 outstanding products from categories including makeup, hair, nails, skincare and suncare. Over a thousand of the best and most recent products were judged by a panel of independent industry experts.

As one of the beauty industries most prominent yearly events, the readers wait in anticipation for the results to come out, ensuring the winning products are part of their must have beauty list.

-Ends-

For Stockist information: 1800 181 040

For further information and product samples please contact:

Sofie Camili - PR Manager - sofiec@heatgroup.com.au - 03 8545 7156

Quintessentially French and proudly Parisienne, Bourjois has been providing women with their daily doses of make up for over 150 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 distributes leading cosmetic brands Max Factor, COVERGIRL, Bourjois, ulta3, MUD, essence, Billie Goat Soap, Jeanne Arthes and Warner Bros. 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