



Skopje, April 1st 2016

## We are honored to announce the new #BUnofilter campaign!

The campaign starts on April 1, 2016. This is a unique opportunity for all girls to be one step closer to becoming famous!

We all take photos every day and use Facebook and Instagram to share photos with our loved ones. We photograph happy moments, the new hairstyle or jewelry, a memory from the night at the disco, a romantic moment with our loved one, our latest styling or a moment of passion ...

The new #BUnofilter campaign encourages you to share everyday moments, and feel free to express your current mood.

Participating in this campaign is very simple: Access [www.BUnofilter.com](http://www.BUnofilter.com) directly or via Facebook, Youtube and Instagram. Upload one or more of your photos and choose the mood that best describes your photo and you will become part of the #BUnofilter community!

You do not need professional cameras, makeup or a haircut. Simply share your daily photos with the BU community!

Every week, we choose one BU girl a week and we reward you! By uploading your photos, you enter the selection of valuable prizes, and among the prizes are B.U. collections, shopping vouchers, Lenovo Yoga tablet, as well as the main prize - You to be the face of the new B.U. campaign!

Take a picture! Choose whether you are In Love, Romantic, Party Girl, Spicy, Wild, Free, Sparkling, In Fashion or Passion! You are already the potential face of the new B.U. campaign or winner of one of the valuable prizes!

*B.U. is a call to celebrate life, ourselves as we feel in the moment.*

*B.U. Golden Kiss symbolizes your inner spark, preciousness and inner magic that comes from yourself.*

*It is about the glow you possess because you are your own when you express yourself.*

*Sparkle, Preciousness, Shine & Magic, are the characteristics of a woman that are authentic for each individual, reflect her nature and celebrate diversity in every moment.*

*Golden Kiss is a new concept for B.U. femininity, a scent so new, but at the same time similar to the style of B.U. Packed in a gold bottle that reflects the brightness and uniqueness of this B.U. variation, this fragrance is rich in floral and fruity aromas. The B.U. Golden Kiss fragrance starts with fresh acacia aromas, through a delicious note of apple and pear and softens with a sweet feminine thread of jasmine leaves and plum. Warm shades make up the richness of this fragrance!*