



On Counter March 2008

COLOUR DESIGNED TO SUIT YOU PERFECTLY **Shopping just became one step easier...**

There's nothing worse than buying a new shade of lipstick, only to get home and realize on the first use that the shade just doesn't suit your colouring. All of your hopes (and money) flushed away in an instant, and the lippie is abandoned to that drawer we all have – the lipstick graveyard. Too much money wasted to throw away, but the likelihood you'll reach for this shade again? Next to Nil.



Max Factor ends your frustration with the introduction of Colour Collections, an innovation in lipstick selection that empowers you to **easily choose the perfect shade for your skin tone**. No more guessing games – no more lipstick graveyard - the shade selection system based on your individual skin tone is virtually foolproof.

Pat McGrath and the experts at Max Factor have worked with women across the world to understand which shades look best on individual skin. Whether you are fair, medium, or dark, you'll get the best nudes, pinks, mauves and reds that are guaranteed to compliment your skin tone.

Colour Collections glides on the lips for shiny colour that looks and feels both smooth and moist. The three distinct mini-collections comprise 25 different colours, all designed for a particular skin tone (fair, medium, and dark).

No more lipstick graveyard. Now you can easily and confidentially grab 3 or 4 lipsticks, and rest assured that each one will be your perfect match.

Colour Collections (RRP \$19.95) launches in stores in March 2008. Max Factor is available in Myer, Target, Kmart, Priceline, Big W and selected pharmacies. For full stockist details, please call 1-800-181-040.

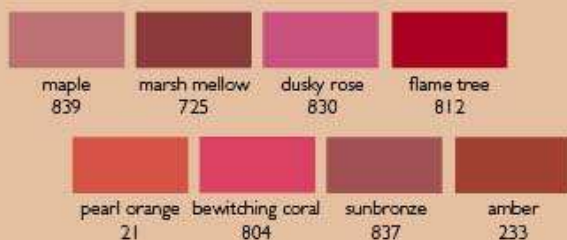


RRP \$19.95

FAIR SKIN



MEDIUM SKIN



DARK SKIN



The Heat Group distributes leading cosmetic brands, Max Factor, Covergirl, Bourjois, Red Earth, Ulta3 and Elite 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. For more information on the Heat Group visit www.heatgroup.com.au

For further information on Max Factor or The Heat Group, please contact:

annmariejohnston

pr manager

annmariej@heatgroup.com.au

TEL +613 8545 7164

FAX +613 9548 9127

...get hotter with heat