




FASHION CHANGES, BUT CLASSICS STAND THE TEST OF TIME

MAX FACTOR LIPFINITY ESSENTIAL CATWALK COLOURS

In 2001, **Max Factor Lipfinity** was the first two-step long-lasting lip colour introduced in Australia. Since 2003, half a million units in the **Lipfinity** range have been sold nationwide. As the highest-selling long-lasting lip colour in the world, women just can't get enough of this iconic, immensely wearable lipstick with one being sold worldwide every nine seconds!

In the Spring/Summer 09 shows, Pat McGrath, *International Makeup Artist and Global Creative Director* for Max Factor, used the new **Lipfinity Essential Catwalk Colours** for the first time and believes that, just as the original **Lipfinity** palette, these new colours are great modern icons.

Here she reveals the essential way to wear each of the new shades:

- **Essential Pink** – a light pink that is the perfect complement to dark smoky eyes.
- **Essential Natural** – is a great warm pink lipstick for bronzed, metal eyes.
- **Essential Violet** – is the perfect nude for a natural lip look.
- **Essential Brown** – is a deep nude with a hint of pink pearl to warm tan skin.
- **Essential Burgundy** – is an intense mauve pink that gives lips a flash of intense colour.
- **Essential Red Coral** – is a flushed orange that reflects the trend for bright juicy lips.



"**The Essential Catwalk Colors** for **Lipfinity** are the perfect lip accessories. They're well-loved shades that every woman can wear with confidence because they flatter every complexion whilst delivering the ultimate in longwearing luxury. Lips feel moist and conditioned all day long with colour that lasts for hours. The easy applicator wand and perfect selection of bold and natural shades makes them fashion icons. Backstage and beyond," explains McGrath.

The six new special edition shades featured in the collection will complement the existing palette within the **Max Factor Lipfinity** range and all boast the iconic **Lipfinity** technology.

The original long-lasting cult formula of **Max Factor Lipfinity** has remained the same. Step one, apply the permatone colour base to clean lips and allow to dry for one minute. Step two, apply the gloss top coat next and throughout the day (have it in your bag) to keep lips moist and gorgeous. That is all you have to do for perfect lip colour for up to 16 hours. **Max Factor Lipfinity** is easily removed with a quick swipe of makeup remover across the lips.

This truly iconic beauty product is Australia's first and foremost long-lasting lip colour, and the 1.8 million women around the world who buy and use **Max Factor Lipfinity** can't be wrong. And no matter what the season, you're always in fashion with Lipfinity.

Max Factor Lipfinity Essential Catwalk Colours are available from May 2009.

RRP \$29.95

Stockists – Myer, Priceline, Target, Big W, Kmart and many Pharmacies nationwide – 1800 181 040

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