

"This extraordinary foundation adapts to your skin's individual colour variations. So you get a look that's perfectly flawless yet perfectly you."

Sarah Monzani. Oscar-winning Make-up Artist.

MAX FACTOR COLOUR ADAPT: A BREAKTHROUGH TECHNOLOGY

Introducing New Max Factor Colour Adapt Foundation: shades that adapt themselves to your individual skin tones yet cover beautifully. Now, Colour Adapt foundation gives you the perfect look..and the secret ingredient is you.

What's new and different about Colour Adapt?

Conventional foundations contain tiny pigment particles that reflect coloured light. These particles cover imperfections, but always reflect the same colour of light and so cannot adapt to the skin's inherent variations. In effect, they provide a single continuous colour across the skin, "flattening", or masking much of the inherent tone variation, which is key to your own personal look.

Some women choose to get around this flattening effect by applying a very sheer film of foundation. Alternatively, some products (such as tinted moisturisers or "sheer" foundations") have reduced concentration of pigment particles (typical pigment concentration for a regular foundation is 9.7%; for a tinted moisturiser: ~2 - 3%). This does help preserve underlying skin tone variation, but also leaves large gaps in the coverage, and so may leave imperfections exposed.

New Colour Adapt foundation contains the same concentration of pigment as a regular foundation (9.7%) plus Colour Adapting Particles that actually create a blend of your individual skin tones with the product – so it is able to adopt the tone of the skin beneath and cover imperfections.

Colour Adapt is in stores March and available in six shades.
\$34.95 rrp



For further information on Max Factor or Covergirl cosmetics please contact Brandy Paris at The Heat Group (03) 9548 8944 or brandyp@heatgroup.com.au

MAX FACTOR
the make-up of make-up artists