



FOR IMMEDIATE RELEASE

Just in time for Valentine's Day, a lipstick that won't come off on his collar – Lipfinity.

Treat yourself or the man in your life to the original kiss proof lip colour.



Test your lip colour's staying power this Valentines Day with Lipfinity, the original kiss proof lip colour by Max Factor.

Simple to use – just colour and then gloss over, Lipfinity is long lasting colour that provides a luscious look and moisturising feel.

It won't come off, won't leave a mark on your glass, and won't leave any tell-tale signs on his shirt collar. Thanks to Lipfinity's breakthrough, non-transfer formula, your lips will look gorgeous all day and even all night!

Lipfinity was the first lip product to use the unique ingredient Permatone – a semi permanent colour that gently attaches itself to the lips in a flexible mesh, allowing the colour to move with your lips and the skin to breathe all day.

All you have to do is paint Lipfinity colour base on clean lips (no foundation), wait one minute for it to dry, then polish with Lipfinity moisturising top coat for hours of flawless colour!

Max Factor Lipfinity is available in 27 fashion shades from Myer, Target, Kmart, Big W, Priceline and selected pharmacies.

RRP \$29.95



For further information on Max Factor or any of Heat's other brands, please contact:
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