



NO MAGIC REQUIRED ...

MIRACLE TOUCH LIQUID ILLUSION -

A MIRACLE TRANSFORMATION FOR THE ULTIMATE FINISH

New Miracle Touch Liquid Illusion Foundation by Max Factor may give the illusion of magic, but you don't need to pull a rabbit out of the hat to gain the ultimate finish in a single touch.

A foundation that can both cover and even out skin texture, without heaviness and streaks – that can be applied in a single touch? Too good to be true, you think?! Look no further than Max Factor's new Miracle Touch Liquid Illusion Foundation.

Transforming on contact with the skin from a solid foundation into a lightweight supple liquid, innovative technology enables Miracle Touch to flow more evenly across both even and uneven skin texture areas. The result? The ultimate finish – **smooth even texture and coverage, all in a single touch.**

For foundation to truly flatter, it must conceal what you want to hide, whilst also enhancing your best skin by creating an even, lightweight, ultra-fine and smooth finish across your whole face. Unfortunately, many traditional foundations are unable to deliver this dual benefit – concealing while also enhancing without heaviness, streaks and uneven patches. Consequently, women spend a great deal of time layering different foundations, concealers and powders to cover problem areas, often masking good skin to create the look they desire.

New Miracle Touch Liquid Illusion has been designed to contain the best properties of both liquid and solid foundations. Available in 6 different shades, the foundation delivers a superior finish that provides lightweight, even coverage without heaviness, giving you the ultimate finish.

Miracle Touch was inspired by the insights of Pat McGrath, Global Cosmetic Creative Design Director for Max Factor, who created this year's catwalk trend for pared-down perfectly finished skin. Indeed, Pat knows all there is to know about how difficult it can be to achieve a perfect flattering foundation finish, especially in the frantic backstage environment when time is of the essence. Pat, who has been using Miracle Touch backstage at the Autumn Winter 2007/08 shows in Milan, New York and Paris, comments: "By giving such an even, smooth texture to the skin and far more even coverage than typical foundations, especially on uneven skin and problem areas, Miracle



RRP \$34.95

Touch creates the ultimate skin finish – ultra-even, fine and smooth coverage and texture which flatters the skin instantly and as if miraculously,” Pat continues: “It works fast because it is so easy to apply – one application gives great coverage and even texture yet you only need to use a little product so it feels lightweight. It’s my foundation must-have and a catwalk essential for delivering the perfect flattering finish with speed and simplicity.”

The Ultimate Technology

Most foundations are liquid in consistency, which means they can pool and gather into texture on the skin making imperfections appear more obvious. ***As much as one third of a woman’s foundation can be trapped in uneven texture making uneven areas look worse.*** Whilst solid foundations can give an even finish their stiffer consistency means that they are often harder to spread and blend, which can lead to caking.



Breakthrough technology allows Miracle Touch to be ***liquid enough to flow over the skin yet firm enough to remain finely suspended over textured and uneven areas to create the ultimate even finish.*** And it does all this with just one application thanks to its smart product technology.

“Miracle Touch transforms - at skin temperature it becomes a liquid foundation that floats over the surface of the skin. The transformation also releases the foundation colour pigmentation, which is cushioned to spread evenly across the skin without pooling in problem areas. Once applied the foundation goes through a resetting phase as it dries so that its particles are suspended in their floating position over textured or uneven skin without clumping or gathering. It will then stay this way throughout the day,” says Sue Habicht-Britton, Senior Scientist.

Now the ultimate skin finish at a single touch is possible – getting perfect-looking, even skin is now incredibly easy. So put your thoughts of magic away, this is a miracle transformation that anyone can achieve.

Max Factor Miracle Touch Liquid Illusion Foundation (**RRP \$34.95**) is available in 6 shades – Creamy Ivory, Blushing Beige, Warm Almond, Natural, Golden and Bronze. Max Factor is available in Myer, Target, Kmart, Priceline, Big W and selected pharmacies

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

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