


 The Max Factor logo is displayed in a stylized, white, blocky font on a dark blue background. The word 'MAX' is positioned above 'FACTOR', with the 'X' being significantly larger and more prominent.


# NATURAL MINERALS FOUNDATION

THE NEXT GENERATION  
OF MINERAL MAKEUP

**Max Factor Natural Minerals Foundation** is a new advanced mineral rich make-up that contains the softest mineral on earth to give you a natural, healthy look. The longer, tapered 100% natural brush allows you to control the finish and create the perfect glowing, healthy looking base, building up coverage in a single brushstroke.

The ultra-fine powder, five times finer than competitive products, is the next generation in minerals – not only is it lightweight, but one of the greatest advantages of this formula vs. other products on the market today is that it allows low, medium or high coverage without caking. You can easily control the coverage you want by re-applying the foundation as you desire.

Other minerals foundations use Titanium Dioxide for coverage on the face, which imparts a whitish hue

to the skin and inflexible coverage. **Max Factor's Natural Minerals Foundation** uses calcium silicate, iron oxides, and a mica blend to provide beautiful coverage and a natural healthy glow that can be built gently on the skin. This is then interlaced with the softest mineral on earth, which provides a soft and light quality to the powder and, most importantly, a non-drying feel.

**Max Factor's Natural Minerals Foundation** contains gentle ingredients that were chosen for their natural and caring properties. They provide benefits to the skin whilst naturally helping protect the skin against impurities, leaving the appearance of soft, beautiful and healthy looking skin. Ideal for women with sensitive skin or who like the look of a natural healthy looking glow, **Max Factor's Natural Minerals Foundation** is like giving skin a daily pampering.

The new **Max Factor Natural Minerals Foundation** also has a soft professional brush that is 100% natural. The brush is longer and more tapered than regular powder foundation brushes which allows the exact amount of powder to be delivered onto the skin every time. The innovative packaging features a fine concave sifter to eliminate excess product, where the result is tailored coverage onto the skin for a perfect finish every time.

Leading Catwalk Make-Up artist, Pat McGrath, Global Cosmetic Creative Design Director for Max Factor, chooses **Max Factor Natural Minerals Foundation** to create a beautiful, flawless base, with a natural healthy looking glow. This new buildable formulation is a vital beauty product to achieve the perfect base.

Pat McGrath comments, *'At the shows models constantly have make up applied and reapplied all day and would love a product that actually looks after their skin. The mineral formula in Max Factor's Natural Minerals Foundation lets skin breathe whilst providing a healthy looking glowing base and perfectly reflects the trend for fresh, natural and glowing looking skin.'*

**Max Factor Natural Minerals Foundation** is available from 1st February 2009 in five shades: Natural, Warm Almond, Golden, Bronze and Blushing Beige

**RRP \$34.95**

**Stockists:** Myer, Priceline, Target, Big W, Kmart, and many Pharmacies nationwide -  
For stockists ph: 1800 181 040



For further information on Max Factor or The Heat Group, please contact  
Fiona Keogh at Star PR & Events: [fiona@starprandevents.com.au](mailto:fiona@starprandevents.com.au) MOB: 0408 782 777