

**MAXFACTOR**  
THE MAKE-UP OF MAKE-UP ARTISTS



# A FOUNDATION CLASSIC

Have you always wanted a classic foundation that is long-lasting, resists humidity and perspiration? Well, look no further than **Max Factor's Pancake Foundation**.

**Max Factor** has re-staged their cult foundation **Pancake**. This foundation was originally created in 1935 for actors appearing in Technicolor Film. **Max Factor** then discovered that his Pancake makeup looked wonderful both on and off camera, and introduced the product to the general public three years later. **Pancake** also contained special emollients that would condition the skin and keep it from ageing; ingredients that are still in contained **Pancake** today.

**Max Factor Pancake** is an all-in-one makeup that contains a moisturiser enriched formula that promotes long wear. The water-activated formula blends easily and quickly, providing a sheer to full coverage. Complexion flaws are diminished and shine is controlled. **Pancake** foundation is suitable for all skin types and is especially good for oily skin or problem skin.

If you want a foundation that gives you maximum coverage with minimum effort, then this cult classic is the perfect choice. Not to mention with new packaging, new shades and a new price, Pancake is ready to take on the next generation of users.

**Backstage Tip:** Pancake in the compact is two shades darker

than when applied on the skin with a damp sea sponge. Test by applying colour to jaw line with a damp sea sponge first, this will ensure you get the right shade.

**New Shades:** *Fair Natural, Natural Tan, Honey Beige, Sun Bronze, Tru Beige and Toast*

**Size:** 24g  
**RRP:** \$14.95  
**Stockists:** 1800 181 040

NEW	PREVIOUS
fair natural	natural 2
natural tan	tan 1
honey beige	creamy beige
sun bronze	tan 2
true beige	true beige
toast	medium beige

For further information on Max Factor or The Heat Group, please contact  
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