



PRESS RELEASE
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MIDNIGHT HOUR MAX FACTOR XMAS MINIS



Introducing **Max Factor's Midnight Hour** an on-trend makeup bag and cosmetics that is both sophisticated and glamorous. The inspiration behind this look has been taken from edgy silhouettes, sequins, glitter, and the blue and pink hues recently seen on the runway.

Creating this look is as easy as purchasing \$39 worth of **Max Factor** product! In return you will receive 4 mini **Max Factor** products including **Nailfinity** in the perfect summer shade of **Ruby Fruits**, **Vibrant Curve Effect Lipgloss** in the gleaming colour of **Majestic**, **Second Skin Foundation** with its super lightweight and refined formula, and a **Black Kohl Pencil** which is makeup wardrobe essential. All these products are encased in a professional makeup bag with Swarovski crystal beading designed by **Kaviar Gauche**.

Also included in the makeup bag is a MUA sketch so you can recreate this on-trend look using these products with ease. On counter November 2010, this is the perfect Christmas gift and a great way to trial the latest **Max Factor** products.

Kaviar Gauche Designed Bag Contains:

- Mini Second Skin in Natural
- Mini Vibrant Curve Effect Lipgloss in Majestic
- Mini Nailfinity in Ruby Fruit – *New shade*
- Mini Kohl Pencil in Black
- MUA Sketch Look

RRP – Free when you purchase \$39 worth of Max Factor products

On Counter – November, 2010

Stockists – 1800 181 040

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The Heat Group distributes leading cosmetic and accessory brands, Max Factor, COVERGIRL, Bourjois, Ulta3 and Elite and is recognised as one of Australia's most successful entrepreneurial 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. To learn more about Heat go to www.heatgroup.com.au