



MAXFACTOR
THE MAKE-UP OF MAKE-UP ARTISTS

INTRODUCING XPERIENCE WEIGHTLESS FOUNDATION

A NEW AND DIFFERENT APPROACH TO FLAWLESS COVERAGE

Luxuriate beautifully in 'Xperience', Max Factor's innovative new premium boutique that delivers a full coverage, perfectly polished makeup look with a lightweight barely there feel.

New **Xperience Weightless Foundation**, the first product launched in this boutique, combines the polished, 'airbrushed skin' look of a luxury foundation with the ultra-light, breathable and barely-there feel that women love. It's a full-coverage, luxurious foundation which goes on smoothly, covers evenly and leaves skin feeling soft and silky – 3 out of 4 agree* it covers flawlessly yet feels weightless.

Pat McGrath showcased the polished full coverage look using **Xperience Weightless Foundation** at Sienna and Savannah Millers' twenty8twelve London Fashion Week Show for AW10.



For further information on Max Factor or The Heat Group, please contact
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"The proof of course is in the performance. So, I trialled the new product formulations backstage at twenty8twelve's AW 2010 show. The result was a truly beautiful, naturally polished look, as desirable to women all over the world as it is the hottest look on the catwalks," say **McGrath**.

Xperience Weightless Foundation contains natural jojoba, refreshing cucumber water and rose hip in place of heavier synthetic polymers. It also impressively delivers a SPF 10 for such a lightweight foundation.

Max Factor is on a committed journey to provide innovative, nature conscious formulas and packaging, while maintaining the performance you expect. Product packaging is one of the biggest drivers of environmental footprint for colour cosmetics, so our packaging innovation for **Xperience** is focused on where we can make the greatest impact.

Six **Max Factor Xperience Weightless Foundations** produce less packaging waste than one traditional liquid makeup in a glass bottle.**

Max Factor Xperience Weightless Foundation comes in six shades – *Raw Silk, Light Ivory, Sandalwood, Fair Sugar Cane, Beige Linen* and *Brown Hessian*.

RRP – \$36.50
On counter – Oct 1st, 2010

Max Factor Xperience Boutique features **Xperience Weightless Foundation**, **Xperience Sheer Glossbalm** and **Xperience Volumising Mascara**. (Mascara on counter February 2011).



*Study conducted in 2009 amongst 134 consumers

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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 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. To learn more about Heat go to www.heatgroup.com.au