



MAXFACTOR
THE MAKE-UP OF MAKE-UP ARTISTS

INTRODUCING XPERIENCE VOLUMISING MASCARA VOLUME WITH A LIGHTWEIGHT FEEL

Max Factor has launched another addition to its luxurious **Xperience Boutique**.

Introducing **Max Factor Xperience Volumising Mascara**, a new lightweight volumising formula that works in tandem with the 'award winning' volumising iFX brush, to generate high-impact volume and leaves lashes feeling lifted, soft and free to flutter.

Loved for its lash framing benefits, this volumising iFX brush ensures precision application that leaves lashes feeling sleek and smooth from root to tip. The applicator detangles and separates the lashes as the mascara is applied. The mousse effect formula containing luxurious natural Carnuba Wax delivers lightweight volume.

This ultra small, sleek and neat iFX brush is moulded in Thermo Plastic Elastomer with the flexibility to evenly coat all lashes, including bottom lashes and those hard to reach ones in the inner and outer corners of the eyes. Not to mention, the micro channels in between each soft flexible bristle hold more of the volumising formula to ensure the **Xperience Mascara** is able to deliver more mascara to the lashes.

In fact, **Max Factor Xperience Volumising Mascara** delivers up to three times more volume with a lightweight lifted feel.*

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.

Max Factor Xperience Volumising Mascara is available in two shades (Black and Black-Brown) and is on counter February 2011.

RRP – \$24.95
Stockists – 1800 181 040
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*vs bare lashes



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