

MAX FACTOR
THE MAKE-UP OF MAKE-UP ARTISTS

MAX FACTOR SIGNS LIZ KELSH AS HEAD MAKEUP ARTIST



Max Factor is pleased to announce, internationally renowned makeup artist Liz Kelsh as the new Australian Max Factor National Makeup Artist.

Kelsh will be working on all aspects of the brand from developing trend ranges, magazine and advertising campaigns, look books, plus television, online and in-store appearances.

In March, Kelsh will be appearing at Priceline stores in across Australia as part of the Max Factor Liz Kelsh Tour. Kelsh will be doing in-store demonstrations and sharing her expert knowledge with consumers, showing them the latest trends and how to get the most from their makeup bag.

Since late last year, Kelsh has been working closely with Max Factor and developed a number of key looks to work within the Australian market. The first will be Chic Beauty (on counter March 1st, 2011), and features the seasonal look of soft pastels and blended edges with subtly enhanced features. She also has a trend inspired Max Factor Look Book in the works which will be published later in the year.

Liz Kelsh has firmly established her place alongside international contemporaries for the last two decades, her experience spans from John Galliano, Stella McCartney to Robert Cavalli shows.

Kelsh's gracious persona and talent has seen her work with celebrity giants such as Jennifer Aniston, Cate Blanchett, Nicole Kidman, Hugh Jackman, Vanessa Hudgens and Kim Cattrall to name but a few. However, it's Kelsh's diversity that makes her work stand out as it contains the depth and variety that editors seek, displayed in collaborations in publications such as *UK Harpers Bazaar*, *Vanity Fair*, *Marie Claire*, *Russh*, *Australian Harpers Bazaar* and *InStyle*.

Her portfolio also features numerous projects ranging from conceptual catwalk shows for Myer to eclectic fashion houses such as Easton Pearson, Ksubi, Zimmermann and Yeojin Bae.

Not limiting her work to only celebrity and catwalk, Kelsh is also a regular request for major advertising campaigns from Myer, Herringbone, Lovable, Jeans West, Saba to Audi.

Kelsh's love of the ever changing world of makeup is what inspires her to move forward with trends and ideas, and this collaboration with Max Factor is an ideal partnership.

"With such an acclaimed history and strong international presence in the makeup industry I'm extremely excited to be working with Max Factor," says Kelsh. "My goal is to use my experience and the Max Factor range to ensure Australian women are getting the most out of their makeup and have the knowledge to easily create the latest trends."

Kelsh is available for interviews, television and photo opportunities.

CITY	DATE	PRICELINE STORE	EVENT TIME
Sydney	17 March	Miranda	12pm - 2.00pm
	18 March	George Street	12pm - 2.00pm
Brisbane	19 March	Pacific Fair	12pm - 2.00pm
	20 March	Queen Street	12pm - 2.00pm
Perth	21 March	Booragoon	12pm - 2.00pm
Adelaide	23 March	Marion	12pm - 2.00pm
Melbourne	24 March	Centrepoint	12pm - 2.00pm
	25 March	Highpoint	12pm - 2.00pm

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