



# CAPSULE MAKEUP WARDROBE

FOR ANY WOMAN

Like a good fashion wardrobe of basic essentials, there are essential makeup items that every woman needs in her 'makeup wardrobe'. Max Factor, the Makeup of Makeup Artists, offers must-have makeup basics that have been developed using the latest technology and follow the most up-to-the-minute-makeup-trends. The latest 'off the catwalk' fashion shades, in addition to the basics, act as a treasure chest of accessories to dress up your look. Just like your blue jeans, favourite high heels and the little black dress, a make-up wardrobe also has its essentials.

## 1. A GREAT FOUNDATION

To ensure your finished look sits well, you need to start with a great foundation to be used every day. Max Factor has an extensive range of foundations for all skin types and age groups. **Age Renew Foundation** will help you look '5 years younger in a flash'. The latest Max Factor high performance foundation is **Miracle Touch Liquid Illusion Foundation**. The innovative technology used to create this light weight foundation offers the best qualities of liquid and solid foundations, providing you with great coverage and even texture.

## 2. CONCEALER

Max Factor **Mastertouch Concealer** is an exceptional product that does more than just conceal, it illuminates. While traditionally used to cover dark circles under the eyes, it can also be used as a base for eye shadows. A favourite product that can be found in the kit of most makeup artists internationally, **Mastertouch Concealer** has also become a must-have for models who need to keep their skin looking flawless at all times.

## 3. THE RIGHT SHADE OF BLUSH

When applied correctly, the right shade of blush will accentuate the cheekbones and even has the ability to slim down a fuller face. Max Factor offers 2 different blush formulations - **Flawless Perfection Blush**, a soft powder blush and the new **Miracle Touch Creamy Blush**. A shade like *Chestnut* in Flawless Perfection goes with everything and looks great on most skin tones. NEW **Max Factor Miracle Touch Creamy Blush** has a creamy formula which easily skims over and evenly blends with the skin giving a hint of natural looking flush on the cheeks. Using a skin-responsive format similar to the iconic **Miracle Touch Liquid Illusion Foundation**, this blush is a must-have essential in any makeup wardrobe.



## 4. MASCARA

Dress up your lashes or go for a classic everyday look. For everyday wear and lash definition, choose a mascara such as Max Factor's Award Winning **Masterpiece Mascara** in *Black/Brown* - a much more subtle look for the daytime. For the evening, dress up your lashes with a volumising mascara such as **Masterpiece Max** in *Rich Black*.



## 5. EYESHADOW

A great neutral eye shadow palette and some dark smoky shades for the evening are a must for a makeup wardrobe. **Max Factor Colour Perfection Duo Eye Shadows** offer a great neutral duo called *Dawning Gold* that can be used wet or dry as an eye shadow. A little water added to it, also makes it great eyeliner. **Max Factor Earth Spirits** single eye shadows are available in 11 shades including *Onyx*, the ultimate smoky eye shade.



## 6. LIPSTICK / LIPGLOSS

A lipstick is a makeup wardrobe essential and you may need a few for your various moods. A great natural lip shade in a long lasting formula is THE basic essential for every day. Max Factor's long lasting non-transfer lipstick **Lipfinity** in *Iced* is a soft pink-nude - an ideal daytime shade that will last up to 10 hours. For the evening, **Max Factor Silk Gloss** in *Burgundy Balm* is the ultimate sensual glamorous shade.



And finally, when your basic wardrobe is complete, don't forget to treat yourself to one indulgent trendy item – like a fabulous accessory. Why not be daring and try out the latest seasonal makeup look with an **Earthspirits Ultra Aqua Eye shadow**?



For further information on Max Factor or The Heat Group, please contact  
Fiona Keogh at Star PR & Events: [fiona@starprandevents.com.au](mailto:fiona@starprandevents.com.au) MOB: 0408 782 777