

Discover New Volume 400% volume to each and every lash! With New Max Factor Masterpiece MAX Mascara Featuring the volumising generation of *iFX* brush



Max Factor took the beauty world by storm with Masterpiece Mascara, a next generation mascara technology featuring the innovative *iFX* brush to separate and define lashes from root to tip. Now Max Factor is set to transform volumising mascara with the launch of the second mascara from the Masterpiece range, Masterpiece MAX, featuring a new Volume *iFX* brush designed to deliver a totally new volume – big, bold dramatically volumised yet sleek and smooth lashes.

Women can find it challenging to achieve high volume lashes without their mascara clumping or creating globs. Consequently some women have to make the trade off between achieving the high level of volume they desire versus smooth, glob-free lashes. International make-up artist and Global Creative Design Director for P&G Beauty, Pat McGrath knows choosing the right volumising mascara can be crucial in avoiding stress and time waste backstage. “Full-volume, beautifully defined lashes is one of the most desirable looks, but often one of the hardest to achieve. Most traditional volumising mascaras load the lashes with mascara to build volume but this often results in gloppy lashes.”

Pat says, “Masterpiece MAX makes sleek and smooth volume easily accessible to everyone. Its breakthrough Volume *iFX* brush and volumising formula, create striking eyes and lashes with high volume, while still giving wonderful separation and definition.”

The secret is Masterpiece MAX’s Volume *iFX* brush, which as well as the revolutionary innovations of the *iFX* brush technology that enable every lash to be evenly coated and defined from root to tip, has been specifically designed to deliver amazing volume and smoothness.

New micro channels in-between each soft flexible bristle hold more mascara to ensure Masterpiece MAX is able to deliver more mascara to the lashes for a high impact volume. It actually creates up to 400% more volume*. In addition, a dual combing action detangles and separates the lashes as the mascara is applied, enhancing the sleek and smooth lash definition.

Traditional twisted wire brushes contain nylon bristles and neither the wand nor bristles are particularly flexible. However, Masterpiece MAX's ultra small, sleek and neat Volume *iFX* brush is moulded in Thermo Plastic Elastomer with the flexibility to evenly coat every lash.

Masterpiece Max Mascara is available in 2 shades - Rich Black & Black Brown and will be available in Myer, Target, Kmart, Priceline, Big W and and selected pharmacies for the RRP of **\$22.95**. On counter **1st July 2007**

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About the Heat Group

With leading cosmetic brands, Max Factor, Covergirl, Bourjois, Red Earth and Ulta 3, Heat is recognised as one of Australia's most successful emerging companies, an award-winning Employer of Choice with an established track record of growing brands. Founded in 2000, Heat prides itself on its unique company culture and sums this up in three words given to it by the Heat team: creative, dynamic, passionate. For more information on the Heat Group visit www.heatgroup.com.au