



PRESS RELEASE

Max Factor Signs Emma Maclaren



Max Factor has signed up-and-coming model **Emma Maclaren** to star alongside Carmen Kass, featuring in TV and print advertising. The two, working side by side, will lend a more diverse look to **Max Factor's** communications.

Emma's first campaign for Max Factor in Australia will launch **Max Factor's Lash Extension Effect Mascara**.

"We are delighted to have **Emma Maclaren** starring in our advertising. She is one of the most striking and beautiful up-and-coming models and suddenly has the world at her feet. Her look epitomises understated chic and an everyday glamour that captures the spirit of **Max Factor** and is a beautiful canvas for the transformative power of **Max Factor** make up artistry," says **Max Factor** Brand Manager, Renee Rosperich.

"**I am absolutely thrilled to be working with Max Factor,**" says Maclaren. "**I have been a fan of Max Factor since I started wearing makeup and modelling professionally. I have noticed many of the makeup artists I work with have some Max Factor products as staples in their kits. It is a great honour and it's going to be a very exciting collaboration.**"

British born **Maclaren** was voted top 10 newcomer in SS09 on models.com for her rare combination of runway attitude and classic, facial beauty. Her debut into the international catwalk scene was during the AW08 season when she modelled for 30 designers including Allegra Hicks, Christian Dior, Jil Sander, Marc Jacobs, Donna Karen, Diane Von Furstenberg, Michael Kors, Givenchy and John Galliano. She has graced the cover of French fashion magazine *L'Officiel* and has also appeared in numerous prestigious publications such as *Glamour* and *Marie Claire*.

In addition to signing to **Max Factor**, **Maclaren** has worked with Bottega Veneta, Moschino and YSL and will be modelling for renowned fashion photographers such as Tom Munro, Terry Richardson and Solve.

For further information, please contact:

Elisa Tubecki
PR Manager – The Heat Group

T – (03) 8545 7191

M – 0437 457 611

E – elisat@heatgroup.com.au

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 entrepreneurial 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