

MAXFACTOR
THE MAKE-UP OF MAKE-UP ARTISTS

LIPFINITY REDRAWS THE RULES OF LIP COLOUR

NEW LIPFINITY LIP TINT

Max Factor redraws the rules of lip colour with its latest launch, **Lipfinity Lip Tint**, an innovative new lip tint pen and the newest addition to the **Lipfinity** boutique.

For many years **Lipfinity** has been the answer for many women with the need for a long lasting lipstick. **Max Factor's** latest lip creation is available in a number of shades to add the perfect pop of colour to enhance your lips and your overall look.

Lipfinity Lip Tint is **Max Factor's** innovative technology which, unlike traditional lipsticks, uses a water-based dye in place of pigments. It works by the dye staining the upper layer of the lip instead of just coating the outside layer, leaving your lips flushed with matte flush of lightweight, kiss proof colour.

The lip pen also features an expertly shaped tip for the precise application to define and contour the lip lines, and the flat side of the applicator can be used to colour the fleshier part of the lip.

The palette offers a range of colors in two parts – you can either opt for a flush of colour with more subtle shades, or dare to go more dramatic with

the bolder shades. All can be layered to build your desired colour intensity.

"This season's high voltage lips look best in matte," says **Max Factor's** Global Creative Design Director and International makeup artist, **Pat McGrath**. "**Lipfinity Lip Tint's** fruity stains epitomise the catwalk look and give the lips a boost of colour that brighten the face and won't transfer."

Pat has selected **Lipfinity Lip Tint** in **Berry Burst** as the hero shade of the collection!

Redraw the rules of lip colour and discover a new definition of **Max Factor** lip color with **Lipfinity Lip Tint**.

On counter – July 2011
RRP – \$19.95
Stockists – 1800 181 040



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