



MAX  
FACTOR

# FAKE IT FOR REAL

A VOLUMINOUS FALSE LASH  
EFFECT THAT IS 100% NATURAL

Traditionally, when a makeup artist has wanted to deliver a dramatically big eyelash look, they have had to rely on false eyelashes. However, false eyelashes take a significant amount of time to apply and look best when applied by a professional... not something you would want to do everyday! In addition, according to new research by Procter & Gamble, 77%\* of women feel that false lashes can be over the top, exaggerated, look fake and even feel unnatural.

Introducing **Max Factor's NEW False Lash Effect Mascara.**

Based on the requirements of our makeup artists, **Max Factor's NEW False Lash Effect Mascara** is an astounding new mascara which in a quick, easy brushstroke will delight and surprise you by delivering glamorous, super enhanced lashes, you never believed your own lashes could achieve!

The fabulous lash effect created by the **False Lash Effect Mascara** is thanks to:

## MAX FACTOR'S BIGGEST EVER MASCARA BRUSH.

This new brush features 50% more bristles and a 25% bigger core (vs. Max Factor's Masterpiece Max mascara). This allows it to hold more product between the bristles, connect with more of the lashes and separate the lashes more, leaving lashes softer with a fuller fan movement. From the 1st stroke, the brush wraps more product around more of the lash and the bristles sweep mascara right to the tip of the lash and separates them.

## FALSE LASH EFFECT'S PATENTED LIQUID LASH™ FORMULA.

The new Liquid Lash formula glides onto each lash easily and adheres without stickiness. The flexible clay system allows each stroke to wrap around and sweep over the previous layer without disrupting it. The formula thickens as it dries without hardening too fast to ensure flexibility and thereby creating a stunning voluminous effect.

95% of women who have tested **Max Factor's NEW False Lash Effect** have said that this mascara made their lashes look fuller, with 92% agreeing it enhanced their natural beauty (vs. bare lashes).

Pat McGrath, Global Creative Design Director for Max Factor, knows more than most about the impact of glamorous eyes. She used **Max Factor's NEW False Lash Effect Mascara** backstage at the Milan shows to create her stunning, voluminous Eye looks - Expressive Eyes and Intense Eyes - giving some of the world's leading models truly impactful, spectacular and dazzling lashes. She says: 'I think this mascara is really enjoyable. With Max Factor False Lash Effect I know I have a mascara that delivers stunning volume with that wonderful false lash effect and it's easy to use.'

**Max Factor's False Lash Effect Mascara** is available from March 2009 in two shades for Regular (Black, Black-Brown) and two shades for Waterproof (Black, Black-Brown).

**RRP \$24.95**

**Stockists:** Myer, Target, Big W, Kmart, Priceline and selected pharmacies.

For stockists ph: 1800 181 040

\*When women were asked how they would like their lashes to look 86% agreed to thicker, fuller, longer and darker.

78 women were asked in a questionnaire about false lashes and mascara habits and 50 % of mascara users have tried false lashes in the past but 82% of women tend to go back to regular volumising mascara day to day and the top 3 reasons for this are:

- false lashes are too difficult to apply
- false lashes take too long to apply
- false lashes look too OTT

In fact 82% of women who have worn false lashes have said that they find false lashes difficult to apply.

Out of 78 women 88% agreed or strongly agreed that false lashes look thick, full and long, 77% of women agreed or strongly agreed that false lashes can be over the top, exaggerated, look fake and feel unnatural.

Consumer agreement with the following statements after trying False Lash Effect Mascara:

- |                       |     |
|-----------------------|-----|
| - lashes look longer  | 92% |
| - lashes look fuller  | 95% |
| - lashes look thicker | 85% |

vs. bare lashes

- 92% of women who wore the product agreed that it enhanced her natural beauty
- 86% does not appear clumped
- 92% does not appear globbed



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