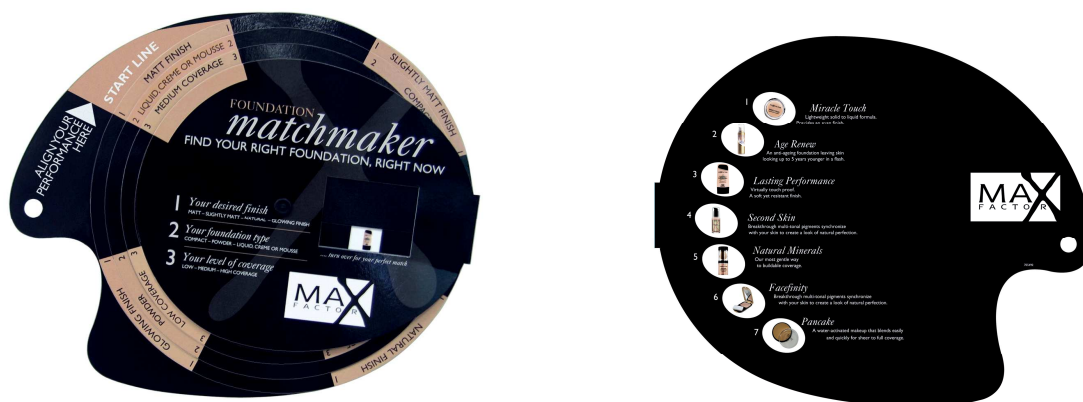




THE MAKE-UP OF MAKE-UP ARTISTS

PRESS RELEASE
FOR IMMEDIATE RELEASE

Discover Max Factor's Foundation Matchmaker for Beautiful Flawless Skin... in 30 Seconds!



Max Factor knows that selecting the right type of foundation – in terms of coverage, texture and finish – is just as important as picking the right shade. Not to mention it will save you a great deal of money – consider how much money you may have potentially wasted by purchasing the wrong foundation type for your skin.

With the help of **Max Factor's** panel of internationally renowned makeup artists, **Max Factor** has created the **Foundation Matchmaker** – the in-store consultation that helps you select the right type of foundation quickly and easily to suit your skin. With **Max Factor's Foundation Matchmaker**, selecting the right type of **Max Factor** foundation is now significantly easier than before and almost like a mini consultation with a makeup artist... it takes just 30 seconds!

“When I am about to makeup a client's skin, I am not thinking shade first. Foundation type, level of coverage, texture and desired finish are the 3 questions I ask myself. What women don't realise is that picking the right type of foundation to suit their skin is just as important as shade to achieve a naturally beautiful, flawless complexion,” says national **Max Factor** makeup artist, Katherine Conyers.

In addition, follow these simple tips to ensure you select the right type of foundation to suit your skin – it's never been quicker, easier or more cost effective!

Coverage

If you're not keen on wearing a lot of make up, then choose a sheer or natural foundation. Medium-to-full coverage foundations are ideal to even out skin tone and concealing blemishes. Remember to apply dots of foundation to your cheeks, forehead, chin and the tip of your nose and blend towards your ears – this will ensure a natural look.

Texture

Remember to always test before you buy! Whether ultra creamy with a moisture-rich formula, a sheer formulation or a more powdery texture – it's about what you're most comfortable applying on your skin. Perhaps a lighter texture which is cool to touch might be more suitable than a thicker formulation, which can age the appearance your skin? There's plenty of choice to suit and please each and every need.

Finish

The key is to be aware of how your makeup evolves throughout the day. You can then choose whether you need a matte or semi-matte finish, or perhaps a subtle glow or dewy end result is what you're after.

Max Factor Foundations for Every Skin Type

- **Max Factor Second Skin Foundation** – RRP \$36.50
- **Max Factor Miracle Touch Foundation** – RRP \$36.50
- **Max Factor Age Renew Foundation** – RRP \$36.50
- **Max Factor Facefinity Compact** – RRP \$36.50
- **Max Factor Natural Minerals Foundation** – RRP \$35.95
- **Max Factor Lasting Performance Liquid Foundation** – RRP \$36.50

Simply go to your nearest store or to www.maxfactor.com.au to be one of the first to experience the **Max Factor Foundation Matchmaker** and find your perfect foundation match.

On counter – January 1, 2010

For further information and samples or images of the Max Factor Foundation Matchmaker, 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