



ORANGE WONDERLAND GLOSSED & GORGEOUS COLLECTION

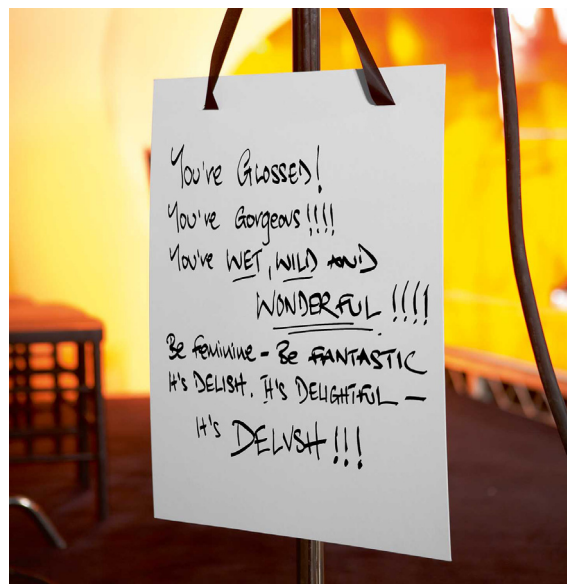
Get ready to look soft and feminine with a delightful beauty look straight from the catwalk. Think lips that are glossy and gorgeous, lashes that are full and defined, and flawless, glowing skin.

Max Factor's new trend statement look – **Glossed & Gorgeous** – reflects the delicious beauty look seen on the Spring/Summer 09 catwalks. A colour palette of burnt orange, flame, ginger and saffron, sits against calming tones of sepia and vanilla. It's a romantic, delightful summer style that emphasises the soft femininity of women.

"Bright bolds versus subtle nudes is a key look for beauty this Spring/Summer 2009", explains **Pat McGrath**, International make-up artist and Global Creative Director for **Max Factor**.

McGrath has collaborated with **Max Factor** to translate this trend from the catwalk to the high street, to enable women to re-create the looks with ease.

McGrath's three beauty looks each embody the romance and femininity seen on the catwalks. Key to the looks are **Max Factor's** two new limited edition **Lipfinity Colour & Gloss** shades in **Mellow Mango**, a bold lip shade, and **Pleasure Peach**, a smooth nude lip shade, both with a gorgeously glossy topcoat.



Max Factor Lipfinity Colour & Gloss in the new **Glossed & Gorgeous Mellow Mango** and **Pleasure Peach** shades are available from **August 2009**.

RRP – \$25.95
Stockists – 1800 181 040
www.maxfactor.com.au

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The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Ulta3 and Elite and is recognised as one of Australia's most successful emerging 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



Here **Pat McGrath** shares how to bring romance to your beauty look:

Glossed & Gorgeous Looks

"The **Glossed & Gorgeous** looks are soft, feminine and sensual, perfect for women who seek a return to romance but still want to make a statement with their beauty look. Whatever their mood, they can choose between rich, bold eyes and peachy-nude lips or juicy-bright lips and a dark, smoky eye for a delightful yet striking effect," says **McGrath**.

LOOK 1: BRONZE EYES & RED LIP

Blend **Miracle Touch Liquid Illusion Foundation** onto skin and even out the complexion. Blend the bronze shadow from **Colour Perfection Duo Eyeshadow** in **Dawning Gold** around the eyes, then highlight the inner eye corners with the pale gold shadow from **Colour Perfection Duo Eyeshadow** in **Dawning Gold**. Finish eyes by curling lashes and applying **Masterpiece Max Mascara** in **Black**. Finally, shape lips with **Lipfinity Colour & Gloss** in **Mellow Mango**.



LOOK 2: SMOKY BROWN EYE & RED LIP

Select **Miracle Touch Liquid Illusion Foundation**, blend into the skin and cover any imperfections. For eyes, apply the rose shadow from **Colour Perfection Duo Eyeshadow** in **Shooting Star** to the lids, then contour the lower lids and outer eye corners with the brown shadow from **Colour Perfection Duo Eyeshadow** in **Shooting Star**. Emphasise and define lashes with **Masterpiece Max Mascara** in **Black**. Complement the brown shades with **Lipfinity Colour & Gloss** in **Mellow Mango**.



LOOK 3: SMOKY WING EYE & PEACH LIP

Line the upper lids and outer lower lash line with **Colour Perfection Eyeliner** in **Brown**. Next, blend **Earth Spirits Eye Shadow** in **Burnt Bark** across the lids and outer lash line, extending out in a soft wing. Highlight the brow bone with **Earth Spirits Eye Shadow** in **Pale Pebble**. Gently curl lashes and apply **Masterpiece Max Mascara** in **Black**. Finally, define lips with **Lipfinity Colour & Gloss** in **Pleasure Peach**.



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