



NEW MAX FACTOR LASH EXTENSION EFFECT MASCARA DRAMATIC LENGTH CORNER TO CORNER

Max Factor's innovative new mascara **Lash Extension Effect** gives you dramatically longer lashes, from corner to corner, with our longest brush ever.

Max Factor introduces a quick, easy and smart alternative way to achieve the look of professional lash extensions – **Max Factor Lash Extension Effect** mascara – the second product to be released from the **Max Factor Effect** boutique after the award-winning **False Lash Effect** mascara.

This new innovative mascara delivers spectacular length to each and every lash, even the tricky corner ones by up to 75% – for **Max Factor's** ultimate length impact. This innovative extreme lengthening mascara works by combining **Max Factor's** unique brush design and **Liquid Lash Extension Formula**.

Most women would love to have dramatically long lashes as flaunted on the catwalk. But not everyone can afford to have professional salon-applied lash extensions and most women are put off by all the downsides associated with them. Thanks to new **Max Factor Lash Extension Effect** mascara, you can now enjoy a spectacular lash extension effect every day.

"Max Factor's Lash Extension Effect mascara creates dramatically lengthened lashes from corner to corner. It is the smart mascara which gives you the effect of professional lash extensions that's so on trend at the moment," says **Max Factor** Creative Director and International Makeup artist **Pat McGrath**.

LEADERS IN MASCARA TECHNOLOGY

Lash Extension Effect mascara works by combining **Max Factor's** unique brush design with our **Liquid Lash Extension Formula**. The brush features bristles that are positioned to be compatible with every lash shape to create the ultimate impact. The middle lashes are reached thanks to the length of the brush, and the tricky corner ones, thanks to the rounded extension the top of the brush.

In addition, the brush's distinctive tapering design creates additional reservoirs of **Max Factor's Liquid Lash Extension Formula** at the tip of the brush, just where the lashes need it most. Added to this are extra bristles that grasp and coat the lashes, ensuring total lash coating and their maximum length. So discover **Max Factor's** new **Lash Extension Effect** mascara for extreme lengthening and dramatic corner to corner coverage – everyday.

November Launch
Shades – Black, Black-Brown and Deep Blue

February Launch
Shades – Waterproof Black and
Waterproof Black-Brown

RRP – \$23.95
Stockists – 1800 181 040
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