

**MAX**  
FACTOR

the  
essential  
ingredient  
for any  
meal



Whether it's a working lunch, a dinner affair, or just a casual meal on the weekend... **Max Factor Lipfinity Lip Colour** is the essential makeup item. Its non-transfer formula stays on for up to 12 hours with no touch ups – *the perfect lip colour for all occasions.*



### Black Tie Dinner

#### Ingredients:

- Max Factor Lipfinity in Hot 120: **RRP \$30.95**
- Max Factor Mastertouch Concealer: **RRP \$25.95**
- Max Factor Colour Perfection Eye Shadow Duo in Star-Studded Black: **RRP \$16.95**
- Max Factor False Lash Effect Mascara in Black: **RRP \$24.95**
- Max Factor Nailfinity in Redly Nightshade: **RRP \$11.95**



#### METHOD:

After concealing, prepare your eyelids with the eyeshadow and then coat with lashings of mascara. Finish with a layer of Lipfinity, before throwing on your party frock. Toss hair and serve hot.

**ESSENTIAL INGREDIENT: Lipfinity and that stylish little black dress.**



### Working Lunch

#### Ingredients:

- Max Factor Lipfinity in Glowing 16: **RRP \$30.95**
- Max Factor Mastertouch Concealer: **RRP \$25.95**
- Max Factor Masterpiece Colour Precision Eye Shadow in Coffee: **RRP \$19.95**
- Max Factor Colour Perfection Eyeliner in Black: **RRP \$21.95**
- Max Factor Masterpiece Max Mascara in Black: **RRP \$23.95**



#### METHOD:

This can be a tricky recipe to pull off, but with a bit of practice you'll dish up a masterpiece every time. You don't want to overcook the makeup – the key to this look is subtlety. Add depth to either the eyes or lips, not both. Add some stylish separates, a sprinkling of accessories and voilà!

**ESSENTIAL INGREDIENT: Lipfinity and your effortless corporate style.**



### Sunday BBQ

#### Ingredients:

- Max Factor Lipfinity in Iced 160: **RRP \$30.95**
- Max Factor Mastertouch Concealer: **RRP \$25.95**
- Max Factor Colour Perfection Eye Shadow Duo in Supernova Pearls: **RRP \$16.95**
- Max Factor Miracle Touch Creamy Blush in Soft Copper: **RRP \$18.75**
- Max Factor Masterpiece Mascara in Rich Black: **RRP \$23.95**



#### METHOD:

Keep it simple. After using the basic ingredients, create a layered effect using contrasting tank tops and add your trusted jeans to complete the dish.

**ESSENTIAL INGREDIENT: Lipfinity and your favourite pair of jeans.**



## THE PREPARATION

Application is easy, simply apply the permatone colour base to clean lips and allow to dry for one minute. Step two, apply the gloss top coat next and throughout the day (have it in your bag) to keep lips moist and gorgeous. That is all you have to do for perfect lip colour for up to 12 hours. Lipfinity is easily removed with a quick swipe of makeup remover across the lips.

In 2001, Max Factor Lipfinity was the first two-step long-lasting lip colour introduced in Australia. Since 2003, half a million units in the Lipfinity range have been sold across Australia. As the highest-selling long-lasting lip colour in the world, women just can't get enough of this iconic, immensely wearable lipstick with one being sold worldwide every nine seconds!

**MAX FACTOR LIPFINITY IS AVAILABLE IN 27 SHADES**

**RRP \$30.95 Stockists – 1800 181 040**

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For further information on Max Factor or The Heat Group, please contact  
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The Heat Group distributes leading cosmetic and accessory brands and is recognised as one of Australia's most successful emerging and fastest growing beauty companies. Founded in 2000, Heat prides itself on its successful delivery for its partners through its creativity, dynamism, and passion.

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