

# MAX FACTOR MAX COLOUR EFFECT

## Max Colour - Max Effect

Create a storm and get noticed with Max Factor's new edition colour range - **Max Colour Effect**. Straight from the catwalk and inspired by makeup professionals, the collection features vibrant, eye catching hues, sexy finishes and the latest beauty looks.

The collection introduces four new products to the Max Factor range - **Max Effect Trio Eye Shadows, Max Effect Dip In Eye Shadows, Max Effect Gloss and Max Effect Mini Nail Polishes** - all in vibrant shades to inspire striking looks everyday!

'Max Colour Effect is a collection of brilliant, original colours. They are all beautiful, eye-catching shades that offer endless possibilities to create exciting, new, colourful, on-trend looks,' says Max Factor Makeup Artist, Katherine Conyers.

**Max Effect Trio Eyeshadow** contains a wet-dry formula which is specifically designed to be applied either dry for a subtle look or wet for a dramatic colour impact, allowing you to either blend the expertly matched colours or create contrast. Available in 6 shades – Coco Crazy, Precious Metals, Queen Bee, Tigress, Sweet Pink and Over the Ocean.

**Max Effect Dip In Eyeshadow** feature a precision sponge-tipped applicator which is ideal to apply the loose eyeshadow powder, giving a vibrant colour finish thanks to the high pearl and colorant content it contains. Available in 8 shades – Bronzed Glow, Party Lime, Ibiza Sunrise, Posh Pink, Ultra Violet, Moody Blue, Silver Lounge and Vibrant Turquoise.

**Max Effect Lip Gloss** features a new squeezable tube for ease of application and a non-stick formula containing Vitamin E and botanical extracts, giving both high shine and lip conditioning. Each shade was matched up to flavours by fragrance experts, meaning your lips will both look and taste great! Available in 10 shades – Cloudy Red, Diva Pink, Ivory, Pink Impetuous, Rubylicious, Chocolate Brownie, Orange Smack, Pink Romantic, Sweet Red and Weekend Spa.

**Max Effect Mini Nail Polish** has a long-lasting and chip resistant formula, and is available in 12 new stunning shades – Cloudy Blue, Deep Mauve, Diva Pink, Bronze, Dazzling Blue, Diva Coral, Diva Violet, Elegant Mauve, Red Carpet Glam, Sunny Pink, Ivory and Silver.

Colour your life and let Max Colour Effect inspire you with a vibrant palette straight from the runway.

- Max Effect Trio Eyeshadow – RRP \$19.95
- Max Effect Dip In Eyeshadow – RRP \$16.95
- Max Effect Lip Gloss – RRP \$16.95
- Max Effect Mini Nail Polish – RRP \$9.95

Max Factor Max Colour Effect will be on counter May 2010. Available exclusively at Priceline stores.



Max Colour Effect Trio Eyeshadow RRP \$19.95



Max Colour Effect Dip In Eyeshadow RRP \$16.95



Max Colour Effect Mini Nail Polish RRP \$9.95



Max Colour Effect Lip Gloss RRP \$16.95

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