



GIVE YOUR LIPS SOME EXTRA CURVE APPEAL

Introducing **Max Factor Vibrant Curve Effect** – the lip gloss that loves getting close to your lips! This stunning new collection of lip glosses with curve-accentuating shine and glossy, vibrant shades leaves your lips looking curvaceous and fuller with a luscious shine.

The shade palette has been co-designed by **Pat McGrath** and offers a beautiful, eye catching variety of lip colours. The new, innovative **ShineSculpt** delivers precision application, embracing your lips with curve-accentuating shine.

“Lip glosses have been back on the catwalk for the last couple of seasons. Ideal to glam up any makeup look with eye catching shades or to add depth to a neutral lip, lip gloss is back as a makeup essential. **Max Factor Vibrant Curve Effect** lip glosses have a fun flash of iridescent glitter in a bright, ‘popping’ colour base. My absolute favourite is **Trend Setter** – I just love this irresistible, vibrant pink that works with any complexion,” says McGrath.

The Technology

The new innovative **ShineSculpt** applicator was designed using makeup artists’ insights to fit the lip shape perfectly for curvaceous, fuller-looking lips. The larger area of the curvy applicator shape simply glides over the fleshy part of the lip, whilst the tapered, super soft tip gives precision, from corner to corner. In addition, the surface of the applicator is grooved

to hold more gloss which is released evenly across the lip, giving smooth shine and curvier looking lips. With a high-shine, non-sticky formula, **Max Factor Vibrant Curve Effect** lip gloss boasts extreme lip-compatibility for fuller-looking lips with a luscious shine.

What’s more, a research study by Harvard University commissioned by **Max Factor** shows that enhancing your curves can dramatically enhance your attraction power and in fact, according to P&G Beauty research, 7 out of 10 men found women with curvier lips more attractive.

So, succumb to **Max Factor Vibrant Curve Effect** – the lip gloss that loves getting close to your lips... to give you lips you’ll love!

Max Factor Vibrant Curve Effect is available in 10 beautiful shades.

On counter – May 2010
RRP – \$20.95
Stockists – 1800 181 040

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