





INTERNATIONAL MAX FACTOR MAKEUP ARTIST CHECHEL JOSON IN AUSTRALIA

International **Max Factor** makeup artist Chechel Joson will be the chief makeup artist on the second series of *Project Runway*. Currently filming in Melbourne's Docklands, the series will air on Arena from July to September.

On *Project Runway*, Chechel will be the creative liaison between the designers and makeup team who will be using the latest **Max Factor** products to enhance the artistic imagery of the designers. Makeup is the finishing touch in fashion and **Max Factor**, the makeup of makeup artists, has had a long association with fashion.

In August, Chechel will also be appearing at Myer stores in Melbourne, Sydney, Brisbane, Adelaide and Perth as part of the **Max Factor** Backstage Secrets Tour. Chechel will be doing in-store demonstrations and sharing her expert knowledge with consumers, showing them how to get the most value from their makeup bag.

Fresh from a stint in LA doing makeup for the likes of Samaira Armstrong (*Dirty Sexy Money*, *Entourage* and *The O.C.*) and Alex Meraz (*The Twilight Saga: New Moon*), Chechel has an impressive resume.

Established with an education at the prestigious Central Martins in London, she has also been schooled at the London Makeup Academy, MUD Burbank, US and New York University (NYU).

Chechel's works have graced the covers and pages of top international fashion and lifestyle magazines such as *Marie Claire*, *Cosmopolitan*, *Good Housekeeping* and *FHM*, plus international runway shows including Gucci, Bvlgari and Cartier.

A highly sought after makeup artist for actors and actresses, television personalities and high profile figures, Chechel has built her reputation on creative and individual artistry.

Admired by many, her notable works have become an inspiration to makeup artists, celebrities and beauty editors – a true testament to her artistic excellence.

"I am excited to be representing **Max Factor** in Australia and to be working on *Project Runway*. I look forward to travelling around the country and sharing backstage beauty tips with Australian women," says Chechel.

Chechel is available for interviews, television and photo opportunities, and as a makeup artist for fashion shoots.



For further information on Max Factor or The Heat Group, please contact
Elisa Tubecki PR Manager: elisat@heatgroup.com.au - TEL: 03 8545 7191 - MOB: 0437 457 611

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