



Press Release  
Immediate Release

## THE AWARDS ROLL IN... CEMENTING MAX FACTOR AS THE MASCARA EXPERT

October 17<sup>th</sup>, 2007 – The start of spring has seen a number of awards heaped upon Max Factor and its Australian distributor, The Heat Group. The Awards come from a diverse spectrum of industry associations, including Consumer and Industry experts (New Woman Beauty Awards 'Best Mascara Mass'), advertising and branding (The Effie Awards) and point of purchase (POPAI Awards). The rewards are all particularly focused on Masterpiece and Masterpiece MAX Mascara, recognising the top-notch creative, insightful strategy and the results of the campaigns. The awards along with recent Roy Morgan results showing Max Factor surpassing Revlon\* help to cement Max Factor as the **Mascara Expert**.

For the third year in a row, *New Woman* has awarded Max Factor with the **Best New Mascara Mass** award. Max Factor's innovative new volumising mascara, **Masterpiece MAX Mascara**, has claimed the coveted New Mascara Mass award. Judged by a panel of independent industry experts and *New Woman* readers online over a 3 month period the award is a coveted prize for the beauty industry. "Winning the **"Best New Mascara Mass"** for three years in a row now is really exciting. This award is especially meaningful seeing as it is judged by both consumers and industry professionals, indicating that Max Factor truly understands our customers' needs" states Renée Rosperich, Senior Brand Manager of Max Factor.

The Effies, held in Brussels Belgium, is the Advertising Industry's recognition of the campaigns which combined strong creativity with outstanding business results. Max Factor Masterpiece advertising won a Silver Effie, a truly outstanding achievement given that of 100 papers submitted for consideration, Max Factor was the only cosmetic brand to win an award and one of only 7 that were awarded the top recognition of Gold or Silver. This award reflects what is best about Max Factor – breakthrough technology combined with strong, appealing consumer communication.

Lastly, Heat has been awarded a gold and silver for Max Factor at the 2007 POPAI Awards. The 'Silver' was awarded for Max Factor's Masterpiece Mascara Floor Stand in the Temporary displays category and 'Gold' for their Mascara Spinner in the Permanent displays category. Both displays were produced by Vacform in Melbourne who worked



together with Heat's internal Creative team to create two award-winning units. The awards are judged not only on appeal and communication but also on sales results.

Favored by both beauty industry professionals and consumers, Max Factor has delivered exceptional new mascaras throughout the years, and sales indicate that **consumers recognize Max Factor as the expert of eyes**. Recent Roy Morgan results (for the end of year to June '07) showed that Max Factor had trumped Revlon, showing that more consumers purchase Mascara from Max Factor\*. The recent industry and consumer awards further confirm Max Factor's position in the mind of the consumer.

\*Roy Morgan Question: Which brands of mascara have you purchased in the last 6 months? Results for Rolling MATS July 06-June 07

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The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Elite and Ulta3 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 The Heat Group, please visit us at [www.heatgroup.com.au](http://www.heatgroup.com.au)

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...get hotter with heat

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