



**MAX**  
FACTOR



# THE DEFINITION OF EASY

## Max Factor Masterpiece Glide & Define Liquid Eyeliner

THE LATEST ADDITION TO THE MASTERPIECE COLLECTION

Introducing the latest addition to the award winning Masterpiece collection - Max Factor Masterpiece Glide & Define precision eyeliner! A compact liquid eyeliner, Masterpiece Glide & Define offers effortless, precision for perfectly smooth eye-lining. The specially designed formula provides an optimal drying time to allow any mistakes to be corrected easily. Used in tandem with any of the Masterpiece Mascaras, every woman can create effortlessly defined eyes for day or night in a few simple strokes.

Max Factor's new Masterpiece Glide & Define combines a smooth formula, that glides on like a liquid with a delicately pointed, precise drawing tip that makes using the eyeliner as easy as a pencil. Max Factor's new Masterpiece Glide & Define is set to become an essential addition to any women's daily make up routine. The compact size of the eyeliner makes it a perfect size for any handbag!

Pat McGrath, Max Factor's Global Creative Director, used Masterpiece Glide & Define backstage at the Autumn/Winter 09 shows, she says; 'The Masterpiece collection is indispensable in my make-up kit and I love this compact new eyeliner from Max Factor. Masterpiece Glide & Define is perfect to update looks quickly and easily, creating a variety of day to night eye make-up, from classic definition, to full-on flicked out glamour'.

### PAT MCGRATH SHARES HER EASY EYELINER TIPS:

'Liquid eyeliner is not as hard to use as you think. Max Factor Glide & Define is easy to apply and you can make it subtle - trust me! Eyeliner really is the key beauty tool to shaping or reshaping the eye, helping to change the shape or size, make eyelashes appear thicker or even helping to balance out the face. And this season, go for charcoal smokey shades to maximize your eyes'.

Masterpiece Glide and Define is available from March 2009  
Available in three shades: Black, Brown and Smoke  
rrp \$19.95

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