



MAX FACTOR WINS 3 AWARDS IN INSTYLE MAGAZINE'S BEST BEAUTY BUYS



Instyle Magazine has awarded Max Factor with three wins in their annual Best Beauty Buys. Highly regarded as one of the most trusted beauty lists, the winning Max Factor products include:

MAX FACTOR ERACE CONCEALER – RRP \$21.95

"An ultra-creamy texture that won't settle into fine lines or wrinkles," says *Instyle*.



**BEST
INEXPENSIVE
CONCEALER**
FACE CATEGORY

**+ HALL OF
FAME AWARD**

MAX FACTOR NATURAL MINERALS FOUNDATION – RRP \$34.95

"Handy packaging with an ultra-fine texture that lets skin breathe," says *Instyle*.



**BEST
NEWCOMER**
FACE CATEGORY

MAX FACTOR MASTERPIECE GLIDE & DEFINE LIQUID EYELINER – RRP \$19.95

"Paint on precision-perfect lines with this easy to use, fast-drying formula," says *Instyle*.



**BEST
NEWCOMER**
EYE CATEGORY

Impressively, Max Factor Erace also achieved *Instyle Magazine's* Hall of Fame award. This Best of the Best award is attained when a product has won in their category for three consecutive years.

The world's top beauty experts ranging from cosmetic, hair and beauty magazine backgrounds, judged the products over a period of six months. The process involves over 160 interviews, resulting in a compiled list of 101 tried and tested beauty products.

"With so much competition in the cosmetics world, one award in *Instyle Magazine's* Best Beauty Buys is a great result, to achieve three wins is extraordinary," says Max Factor Brand Manager, Renee Rosperich. "We are delighted that the experts realise the quality and extensive range Max Factor has to offer."

Previous wins for Max Factor in the Best Beauty Buys have directly led to increased consumer purchases, sometimes causing out of stocks in store. Please keep an eye on stocks as shoppers act on the news.

Stockists – Myer, Priceline, Target, Big W, Kmart and many Pharmacies nationwide. Phone – 1800 181 040

For further information on MaxFactor or The Heat Group, please contact Elisa Tubecki: elisat@heatgroup.com.au MOB: 0437 457 611

The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Ultra3 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