

M·A·C

THE BRAND

SINCE FOUNDED IN 1984,
MAC HAS BEEN THE PIONEER IN
MAKEUP ARTISTRY
FOR EVERYONE

INCLUSIVITY - ARTISTRY - FASHION



TO BE THE WORLD'S LEADING MAKEUP ARTISTRY BRAND
SERVING BOTH MAKEUP ARTISTS AND CUSTOMERS,
WHILE SUPPORTING THE CREDO
"ALL AGES, ALL RACES,
ALL GENDERS"



THE PRODUCTS

MAC HYPER REAL

KEY INGREDIENTS:
HYALURONIC ACID
NIACINAMIDE
JAPANESE PEONY EXTRACT
CERAMIDES



FRESH CANVAS CLEANSING OIL

- REMOVES ALL MAKEUP, EVEN WATERPROOF
- LEAVES A SMOOTH & SOFT SKIN
- MASSAGE ONTO DRY SKIN, EMULSIFY WITH WATER
- FOR ALL SKIN TYPES

FRESH CANVAS CREAM-TO-FOAM CLEANSER

- REMOVES MAKEUP, DIRT & POLLUTANTS
- GENTLE, MAINTAINS SKIN'S MOISTURE
- FOR ALL SKIN TYPES

SERUMIZER

- BALANCING & HYDRATING SERUM-MOISTURIZER
- HYBRID
- STRENGTHENS THE SKIN BARRIER
- ADDS RADIANCE
- FOR ALL SKIN TYPES

SKINCANVAS BALM

- DEEPLY MOISTURIZES FOR 24 HOURS
- PREVENTS VISIBLE IRRITATION
- PROTECTS THE SKIN BARRIER
- FOR ALL SKIN TYPES

001 SERUM + MOISTURIZER BRUSH

- BRUSH DESIGNED FOR SKINCARE
- SILKY SMOOTH FEELING ON THE SKIN
- PROVIDES GENTLE MICROEXFOLIATION

MAC
FIX+ FAMILY



ORIGINAL

- HYDRATING & REFRESHING MIST
- IMPROVES THE WEAR OF MAKEUP FOR 12 HOURS
- MULTITASKER: USE BEFORE, DURING & AFTER MAKEUP
- PACKED WITH VITAMINS, INFUSED WITH GREEN TEA & CHAMOMILE
- FOR ALL SKIN TYPES



MAGIC RADIANCE

- NOURISHING & MOISTURIZING SKIN MIST GIVES ALL-DAY HYDRATION & RADIANCE
- FORMULATED WITH VITAMIN C, HYALURONIC ACID & ESSENTIAL OILS
- FOR ALL SKIN TYPES, IDEAL FOR DRY SKIN



MATTE

- MATTIFYING SPRAY
- HELPS CONTROL OIL & SHINE
- REDUCES THE APPEARANCE OF PORES
- CONTAINS POWDERS TO HELP SET THE MAKEUP
- FOR ALL SKIN TYPES, IDEAL FOR OILY SKIN



STAY OVER

- 24-HOUR SETTING SPRAY
- FEELS WEIGHTLESS ON THE SKIN
- HYDRATING FORMULA
- PROTECTS FROM POLLUTANTS & BLUE LIGHT
- FOR ALL SKIN TYPES

MAC PRIMERS



STUDIO RADIANCE MOISTURIZING & ILLUMINATING SILKY PRIMER

- RADIANT FINISH FOR FLAWLESS MAKEUP APPLICATION
- MOISTURE-RESERVE TECHNOLOGY LOCKS IN MOISTURE ALL DAY
- FOR ALL SKIN TYPES, IDEAL FOR DRY SKIN



STUDIO FIX MATTIFINE 12HR SHINE-CONTROL PRIMER

- VELVETY MATTE FINISH
- OIL-CONTROLLING GEL-TO-POWDER FORMULA
- REDUCES THE APPEARANCE OF PORES
- IMPROVES THE WEAR OF FOUNDATION
- IDEAL FOR OILY SKIN



PREP+PRIME NATURAL RADIANCE

- SILKY GEL EMULSION
- SOFTENS & HYDRATES SKIN
- PEARLESCENT POWDERS CREATE A GLOWY SKIN
- TWO SHADES FOR ANY SKIN TONE: RADIANT YELLOW & RADIANT PINK
- FOR ALL SKIN TYPES



MINERALIZE TIMECHECK LOTION

- BLURRING & HYDRATING
- VISIBLY SHRINKS PORES & FINE LINES
- MULTITASKER WORKS AS A MOISTURIZER & PRIMER
- CHARGED-WATER TECHNOLOGY HYDRATES
- FOR ALL SKIN TYPES

MAC FOUNDATIONS



STUDIO FIX FLUID SPF 15 FOUNDATION

- MEDIUM-TO-FULL BUILDABLE COVERAGE
- 24-HOUR WEAR, WATERPROOF
- NATURAL MATTE FINISH, BLURRING EFFECT
- 87 % SKINCARE INGREDIENTS
- FOR ALL SKIN TYPES, IDEAL FOR OILY SKIN



STUDIO RADIANCE SERUM-POWERED FOUNDATION

- MEDIUM BUILDABLE COVERAGE
- 24-HOUR HYDRATION
- RADIANT & SMOOTH FINISH
- 10 % HYALURONIC ACID SOLUTION LOCKS IN MOISTURE
- FOR ALL SKIN TYPES, IDEAL FOR DRY SKIN



STUDIO RADIANCE FACE & BODY FOUNDATION

- SHEER BUILDABLE COVERAGE
- NATURAL RADIANT FINISH
- LONG-WEARING & WATERPROOF
- INSTANTLY HYDRATING
- "YOUR SKIN BUT BETTER" -LOOK
- FOR ALL SKIN TYPES

MAC
CONCEALERS



PRO LONGWEAR CONCEALER

- FULL COVERAGE
- MATTE FINISH
- 24-HOUR WEAR
- SMOOTH & FLAWLESS LOOK
- WATER-RESISTANT, TRANSFER RESISTANT
- NON-CREASING, NON-CAKING



STUDIO FIX 24-HOUR SMOOTHWEAR CONCEALER

- MEDIUM-TO-FULL BUILDABLE COVERAGE
- NATURAL FINISH
- 24-HOUR WEAR
- EASY APPLICATION
- LIGHTWEIGHT FORMULA
- WATER-RESISTANT, TRANSFER-RESISTANT

MAC POWDERS



STUDIO FIX POWDER PLUS FOUNDATION

- POWDER FOUNDATION
- MEDIUM-TO-FULL COVERAGE
- MATTE FINISH WITH VELVETY TEXTURE
- 12-HOUR WEAR
- APPLY WITH INCLUDED SPONGE FOR HIGH COVERAGE
- FOR ALL SKIN TYPES, IDEAL FOR OILY SKIN



MINERALIZE SKINFINISH NATURAL

- BAKED POWDER
- SHEER COVERAGE
- NATURAL, DIMENSIONAL FINISH
- USE ALONE, OVER FOUNDATION OR FOR TOUCH-UPS
- PERFECT AS A BRONZER
- FOR ALL SKIN TYPES, IDEAL FOR DRY SKIN



BLOT POWDER

- PRESSED POWDER
- SHEER COVERAGE
- OIL-CONTROLLING
- MATTE FINISH
- PERFECT FOR TOUCH-UPS
- FOR ALL SKIN TYPES, IDEAL FOR OILY SKIN

MAC
CHEEKS



SKINFINISH SUNSTURCK BRONZER

- MATTE & RADIANT FINISHES
- BUILDABLE & BLENDABLE FORMULA
- SOFT & SILKY TEXTURE
- LONG-WEARING UP TO 24-HOURS
- SHADES IN ROSY & GOLDEN UNDERTONES



GLOW PLAY BLUSH

- CREAMY FORMULA, BOUNCY TEXTURE
- LIGHT-TO-MEDIUM COVERAGE
- RADIANT FINISH
- ALL-DAY WEAR
- SHADES FOR ALL SKIN TONES
- APPLY WITH FINGERS, SPONGE OR BRUSH

MAC
EYES



**PREP+PRIME 24-HOUR
EXTEND EYE BASE**

- EYE MAKEUP PRIMER
- KEEPS EYE MAKEUP ON FOR UP TO 24-HOURS
- PREVENTS FADING & CREEPING
- LIGHTWEIGHT FORMULA
- APPLY ALL OVER EYELID, ALLOW TO DRY A MINUTE



PRO LONGWEAR PAINT POT

- CREAM EYE SHADOW
- WORKS AS A PRIMER OR ALONE
- 24-HOUR WEAR
- EASY TO BLEND, SMOOTH FORMULA
- WATER-RESISTANT



DAZZLESHADOW LIQUID

- ULTRA-SHINY LIQUID EYE SHADOW
- METALLIC & GLITTER FINISHES
- LIGHTWEIGHT FEEL
- EASY APPLICATION, SETS QUICKLY

MAC
EYES



**CONNECT IN COLOUR
EYE SHADOW PALETTE**

- PIGMENTED ONE-SWIPE COLOUR
- SILKY SMOOTH TEXTURE
- LIGHTWEIGHT & BLENDABLE
- USE WET OR DRY
- CREATE LIMITLESS LOOKS
- DIFFERENT SIZES: 6 & 12 PAN PALETTES



EYE SHADOW

- MULTIPLE DIFFERENT TEXTURES
- MASSIVE RANGE OF COLOURS FOR ANY LOOK
- PIGMENTED & BLENDABLE POWDER SHADOW
- LONG-WEARING
- USE WET OR DRY
- USE AS EYE SHADOW, BROW POWDER OR CONTOUR



EYES



MACSTACK MASCARA

- VOLUMIZING & LENGTHENING
- ENDLESSLY BUILDABLE
- TWO BRUSH SIZES: MEGABRUSH & MICROBRUSH
- MEGABRUSH ALSO IN WATERPROOF FORMULA



EXTENDED PLAY MASCARA

- LENGTHENING & DEFINING
- WARM WATER WASHABLE
- SMUDGE-PROOF
- SLIM BRUSH CATCHES EVERY LASH
- SUPER BLACK COLOUR



BRUSHSTROKE 24-HOUR LINER

- PRECISE BRUSH TIP
- WARM WATER WASHABLE
- LONG-WEARING
- INTENSE COLOUR
- BLACK & BROWN COLOURS



COLOUR EXCESS GEL PENCIL EYE LINER

- PIGMENTED GEL TEXTURE
- WATERPROOF & TRANSFER-PROOF
- APPLY ON THE LID OR WATERLINE
- MULTIPLE COLOURS!



LIPS



PREP+PRIME LIP

- COLOUR-FREE LIP BASE
- PREVENTS FEATHERING, ADDS MOISTURE
- CREATES A SMOOTH SURFACE
- APPLY ONE LAYER ON BARE LIPS & SLIGHTLY OVER LIP LINE



LIP PENCIL

- CREAMY FORMULA, EASY TO APPLY
- SHAPE, FILL IN OR LINE LIPS
- NON-SKIPPING TEXTURE
- MULTIPLE DIFFERENT COLOURS

MAC
LIPS



**MAXIMAL
SILKY MATTE LIPSTICK**

- SILKY MATTE FINISH
- FULL COVERAGE COLOUR
- 12-HOUR COMFORTABLE WEAR
- LIP CONDITIONING 8-HOUR MOISTURE



**LUSTREGLASS
SHEER-SHINE LIPSTICK**

- CREAMY HIGH-SHINE FINISH
- SHEER BUILDABLE COLOUR
- 8-HOUR WEAR, 6-HOUR SHINE
- NOURISHING & MOISTURIZING
- WEIGHTLESS FEEL



**LOCKED KISS INK
24-HR LIPCOLOUR**

- RICH MATTE COLOUR
- 24-HOUR WEAR
- WATERPROOF, TRANSFER-PROOF, KISSPROOF



LIPS



LIPSTICK MADE



FAMOUS

MAC CARRIES OVER 200 SHADES
FOR EVERY LIPSTICK NEED
FINISHES FROM ULTRA-MATTE
TO LIP-CONDITIONING LUSTRE SHINE,
THERE IS A LIP MATCH FOR EVERYONE