

MAC

A collection of MAC cosmetics products, including Studio Fix Fluid, Studio Sculpt, and Studio Fix Loose, arranged in a row. The products are in black and tan packaging. A large, stylized white MAC logo is overlaid on the image.

MAC

THE BRAND

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

INCLUSIVITY - ARTISTRY - FASHION

The MAC logo is a stylized, white, handwritten-style letter 'M' with a dot over the 'A'. It is centered horizontally across the image, overlaid on a background of various MAC makeup products. The background includes several black MAC Studio Fix products, a clear bottle of MAC Studio Fix Fluid SPF 15, and a MAC Studio Sculpt SPF 15 product. The products are arranged in a way that creates a sense of depth and texture.

MAC

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 & CREASING
- 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

MAC

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!

MAC

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



MACXIMAL SILKY MATTE LIPSTICK

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



LUSTREGLOSS 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



MAC
LIPS

LIPSTICK MADE

MAC

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