

The new hybrid makeup from Max Factor



MAX FACTOR miracle pure skin-improving foundation RRP: £13.99 / €17.99

1 minute miracle Clinically proven to improve skin

The **MIRACLE PURE SKIN-IMPROVING FOUNDATION** is Max Factor's first foundation and skincare, infused with 89% skincare ingredients, including a collagen-boosting complex, Vitamin C and hyaluronic acid. With just a drop, your complexion is enhanced, giving you a flawless, radiant finish. Due to its unique complex, the product will boost your skin's natural elastic and collagen products for a more youthful complexion. Available in 20 medium coverage, buildable shades to help blur imperfections. SPF30PA+++ UVA/UVB. Clinically and dermatologically tested.

Key Benefits

- Cares while you wear - skin improving foundation with 89% skincare ingredients
 - Vitamin C, hyaluronic acid, antioxidants, collagen-boosting complex
 - Tackles skin firmness and hydration
- Enriched with a hydrating complex for 24 hour hydration
- Non-comedogenic



- Suitable for sensitive skin
- Weightless feel

- ENDS -

For more information, please get in touch with your local market contact.

For more announcements and upcoming news from Max Factor, follow Max Factor @maxfactor on Instagram.

ABOUT MAX FACTOR

One of the world's pioneering cosmetics companies, Max Factor was founded at the beginning of the 20th century by the eponymous Polish-born cosmetician. Throughout Hollywood's Golden Age, Max Factor was known for creating the signature looks of the era's most famous icons such as Marilyn Monroe, Ava Gardner, Jean Harlow and Marlene Dietrich. The make-up products and techniques Max Factor created for the movie industry and his Hollywood clients earned him an Oscar, but his guiding philosophy was that any woman could look incredible given the right tools and make-up artistry skills. From mascara to foundation, eye shadow to lipstick, Max Factor put the transformative tools for make-up artistry into the hands of every woman, enabling her to radiate beauty every day. Today, Max Factor continues to help people everywhere maximise their unique potential by putting its expertise into their hands. Creating easy-to-apply, inspiring products with good-for-you skincare ingredients, our core belief is that you should never settle for anything less than your best self.

ABOUT COTY

Founded in Paris in 1904, Coty is one of the world's largest beauty companies with a portfolio of iconic brands across fragrance, color cosmetics, and skin and body care. Coty serves consumers around the world, selling prestige and mass market products in more than 130 countries and territories. Coty and our brands empower people to express themselves freely, creating their own visions of beauty; and we are committed to making a positive impact on the planet. Learn more at [coty.com](https://www.coty.com) or on [LinkedIn](#) and [Instagram](#).

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