



THE MAKE-UP OF MAKE-UP ARTISTS

MARKET

The inventor of modern makeup, Max Factor literally changed the faces of the world and created a cosmetics empire that launched the multibillion-dollar beauty industry.

Nice women never wore makeup. Even the word was taboo in polite society - until Max Factor entered the scene. Born in Poland in 1877, Factor worked as a beautician for the Russian royal family, the Romanovs. In 1904 he fled to America, where he opened a cosmetics store in Los Angeles. Creating makeup originally for silent films, then the talkies, and ultimately colour motion pictures, Factor designed looks for Katharine Hepburn, Rita Hayworth, Bette Davis, and countless other beauties of the day. Soon women everywhere wanted to look like their favourite glamorous stars and Factor was there to help, bringing his innovative cosmetics to the general public. He revolutionised the world of beauty by producing many firsts: false eyelashes, lip gloss, foundation, eye shadow, the eyebrow pencil, concealer, wand-applicator mascara and water-resistant makeup. A true innovator he also introduced the concept of colour harmony and celebrity-endorsed cosmetics advertising.

Max Factor was the father of modern makeup.

ACHIEVEMENTS

In 1928, working closely with his sons, Max Factor perfected his Panchromatic make-up. Without this completely new type of make-up it would have been impossible for the movie industry to take full advantage of the light and shade sensitivity of Panchromatic film. For this achievement and his significant contribution to the movie industry, Max Factor received an Academy Award. 1932 was another important date in the history of Max Factor; when he developed a make-up formulation specifically for TV productions. The early formulations were developed and improved for more than a decade by Max Factor Jnr, and finally patented in 1946.

Throughout the 1940s and 1950s Max Factor's sons, Max Jnr, Davis, Louis and Sidney, continued the business and developed new products such as Pan Stik, the Hi-Fi range and Crème Puff. Many famous film stars endorsed the products and application techniques and women throughout the world copied these looks and beauty tips. During the 1960s and 1970s new brands and products bearing the Max Factor logo were marketed continuing Max Factor's innovative fame across 3 generations of the family, shaping the cosmetics industry.

HISTORY

The Max Factor brand as it is today was started by Mr. Max Factor, a Polish wig master and make-up artist to the Imperial Theatres of Czarist Russia, who moved to the United States in 1904. Max Factor had always developed his own hair products, creams and perfumes and on settling in the US opened up a store in downtown Los Angeles selling perfume, makeup and hair accessories - later founding Max Factor and Company in 1909.

Max Factor was the first person to produce makeup especially for the motion picture industry and, in 1914, perfected a grease-paint in cream format which was much thinner and more flexible than anything available at the time. The world renowned actors Lucille Ball, Jean Harlow and

Charlie Chaplin were among the first to use this revolutionary new product on the big screen.

Under Max's guidance makeup in the movies started to become a glamorous art and, by 1928, panchromatic make-up was perfected which enabled the movie industry to take full advantage of the light and shade sensitivity of panchromatic film. That same year Max Factor won an Oscar for his achievement.

With the development of Technicolor film Max went back to the laboratory. He was looking for something which would take the shine and reflective finish off actors' faces caused by the strong lighting and, by 1935; Pan Cake was launched - providing actors with a beautiful matte, non-reflective-finish makeup.

Just nine months later it was released to the general public, becoming the fastest and largest selling makeup product in the history of cosmetics.

In terms of cosmetics for everyday women, in 1918, the "Colour Harmony" principle of make-up was invented. Max Factor took make-up one step further by creating an overall look: it was through his work that for the first time in history, powder, rouge, eye makeup and lipstick shades were harmonised together to tone in with the wearer's natural colourings.

His innate sense of makeup artistry and style meant that, by 1927, Max Factor products were enjoying nationwide distribution and, by 1930, export outlets had been established in 81 countries worldwide.

Max Factor's sons took over the business following his death. During the 1940s and 50s, the next generation of makeup artists launched classics such as Pan Stik and Crème Puff. In the 60s the Max Factor brand then swept the fashion scene with artificial eyelashes, fluid eyeliner and the first cake eyeliner as well as eye-shadow sticks, waterproof crème mascara and eye make-up remover pads.

It was then in 1991 that Max Factor was acquired by Procter and Gamble.

PRODUCT

Max Factor, as befitting a world renowned cosmetics brand, offers a complete range of first class

products in each market in which it operates and Egypt is no exception to this rule with the following products widely available throughout the country:-

- Seamless make up
- Lasting Performance
- Colour Adapt Foundation
- Hypersmooth Foundation
- 3 in 1 Complete Make up
- Age Renew Foundation
- Miracle Touch FC Compact
- Crème Puff Refill
- Facefinity Compacts
- Mastertouch Concealer Pen
- Loose Powder
- Natural Brush on Satin Blush
- Bronzing Powder 001
- Earth Spirits Single Eye Shadow
- Colour Perfection Eye Shadow Duo
- Flawless Perfection Blush
- Panstik
- Erace
- Nail Finity
- Eyebrow Pencil
- New Kohl Pencil
- Gold Lip Liner Pencil

- Mascaras
- Lipfinity
- Silk Gloss Sheer Frost
- Colour Perfection Lipsticks
- Lasting Colour Lipsticks

RECENT DEVELOPMENTS

Legendary makeup artist Pat McGrath has created inspirational makeup looks for some of the world's most prestigious fashion designers, collaborated with cutting edge stylists, contributed to influential style publications and created stunning looks for some of the world's most photographed supermodels and celebrities. She is looked upon by the beauty industry as the arbiter of future directions.

The talented Samira Olfat is Max Factor's makeup artist for the Middle East. Samira was the head makeup artist at Dubai Fashion - one of the region's most exclusive haute couture events, and led a team of fifteen makeup artists backstage to create makeup looks for fashion designers from across the Middle East.

Most recently, Samira was asked to do the renowned Syrian singer - Asala Nasri's makeup for the filming of her recent music video.

PROMOTION

Pat McGrath's inspired approach, intuitive style and expertise at creating trend-setting makeup looks is helping shape the future of Max Factor cosmetics. As Creative Design Director for Max Factor Pat McGrath contributes to the design and direction of Max Factor colour trend collections as well as the development of new products utilising the latest technologies.

To celebrate the future direction of the brand Max Factor recently welcomed supermodel Carmen Kass as the new face of

Max Factor. Throughout Carmen's phenomenal career she has showcased catwalk

collections for many of the world's top designers and graced the covers of some of the world's most influential style magazines, making her the ideal personality to celebrate the brand's new direction.

Under Pat's creative direction and most of all by following the example of Max Factor himself, women across the world will continue to enjoy fantastic makeup looks. With inspiration from the catwalk, Max Factor will enable women to create beautiful and fashionable makeup looks for their moment in the spotlight, whatever the occasion. From now and well into the future.

BRAND VALUES

Max Factor; the brand, is all about bringing the creativity of the make-up artist to your life. It's dramatic, of the moment and both aspirational and inspirational. Moreover Max Factor is about trust. It's about belief. It's about credentials. It's all about accessible style and today's glamour.

The artistry behind Max Factor is based on the knowledge of professionals. Max Factor was the first make up artist in the world and until today, the artistry of makeup is the core of brand. As catwalk fashion becomes more accessible women have become increasingly fascinated with fashion shows and are keen observers of key trends. So, to ensure that Max Factor continues to inspire women, the brand now takes its inspiration directly from the catwalk.

The catwalk showcases diverse make-up looks which captivate women, but also confuse them - as they don't know which trends will suit them, how to achieve the new look at home and which products to buy to create it.

Max Factor therefore aims to demystify catwalk make-up, ensure it is more accessible to their customers and enable women to create key "catwalk beauty looks" simply, at home. Today the team at the forefront of beauty and fashion and creating influential looks that women can achieve at

home is led by Pat McGrath.

www.maxfactor.com



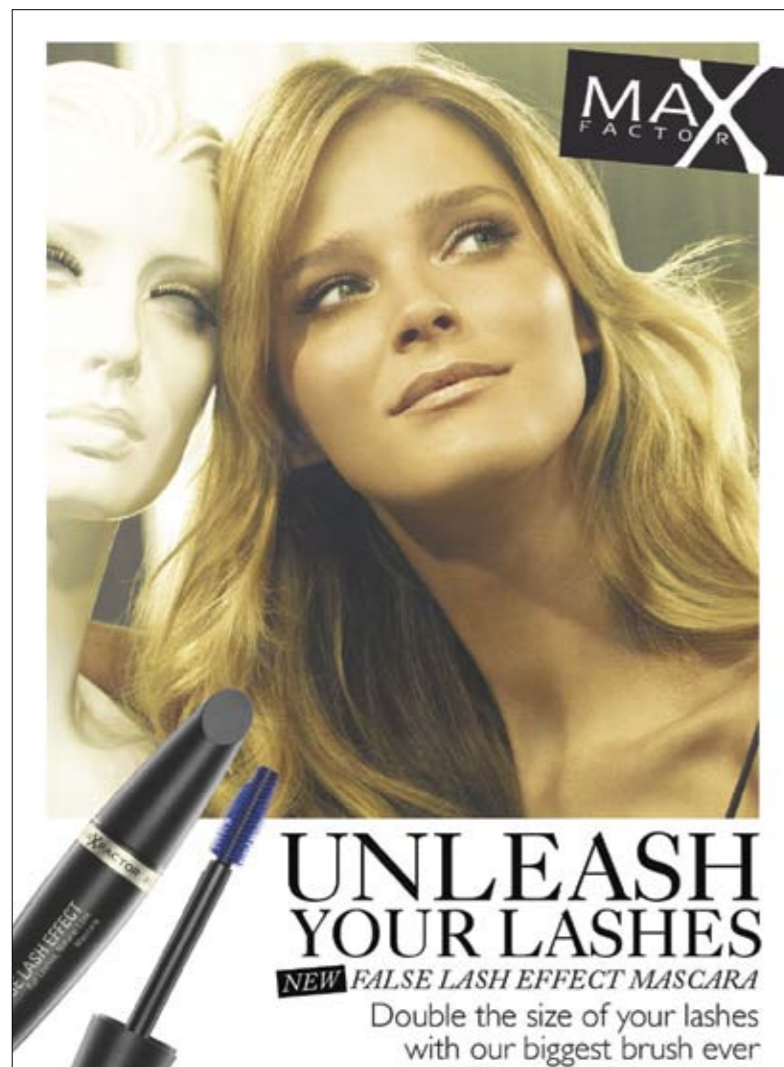
Things you didn't know about MAX FACTOR

An exciting new era began in 1991 when Max Factor Limited was acquired by Procter & Gamble and is now part of Procter & Gamble Cosmetics and Fragrances Division, a market leader in the colour cosmetics, fragrance and skincare industry. In 1993 the brand was relaunched in its distinctive navy and gold livery and became known as Max Factor International. Max Factor retains its popularity and reputation as an innovative market leader with the latest high tech formulations, which balance beautifully with its classic products.

Max Factor International has now been launched in 32 countries across Europe and in well over 120 countries across the world. This makes Max Factor amongst the most broadly distributed and most successful brands in the world today.

Max Factor International means beauty in any language!

Superbrands



UNLEASH YOUR LASHES
NEW FALSE LASH EFFECT MASCARA
Double the size of your lashes with our biggest brush ever