

The MAC logo is centered at the top of the image. It consists of the letters 'M', 'A', and 'C' in a stylized, white, sans-serif font. The 'M' and 'C' have a distinctive shape with a small dot above the 'A'. The background of the entire advertisement is a collage of close-up portraits of diverse women, all wearing vibrant red lipstick. The women are smiling and looking in various directions, creating a sense of joy and confidence. The overall aesthetic is clean and modern, with a focus on natural skin tones and the boldness of the red lipstick.

MAC

**MEET YOUR
MATTE**

SOFT | DEFINED | BOLD

M.A.C MEET YOUR MATTE

SOFT | DEFINED | BOLD

TO BE ADAPTED & APPROVED LOCALLY

- This serves as inspiration based on local amplification and local product claims legally approved
- If you prefer, you can adapt to your local SA.

FROM FIRST DATE TO SOUL MATE, MEET THE M.A.C MATTE OF YOUR DREAMS

Finding the perfect matte doesn't have to be like dating, where it's trial and error until you eventually find your perfect match. Whether your best loved look is soft, defined or bold, M.A.C Meet Your Matte plays matchmaker to introduce you to the long-wearing, ultra-sexy, highly pigmented M.A.C Matte lipstick of your dreams. But which M.A.C Matte is your true soul matte?

M.A.C's big three Mattes, Powder Kiss, Classic Matte Lipstick and Retro Matte Liquid come in their own distinctive signature textural finishes. During your M.A.C speed dating, you'll be spoilt for choice with a selection of the hottest, most desirable, ultra-contemporary colours, so you can matchmake your matte to how you feel in that very moment and to your every mood. Whether its day or night, work or play, going out looking for love or staying in with your beloved, your M.A.C Matte love is here to stay.



MEET THE M·A·C MATTE SOUL MATE

Soft Soul Matte

Soft, sultry and super stylish, Powder Kiss is pure high fashion, born from the backstage technique of blending out the edges of matte lipstick for a softer focused, blurred stained effect. Make a date with its innovative weightless, moisture-infused texture and you'll be hooked! The soft matte speaks of the effortless easy chic that defines contemporary on-trend make-up. Now with the launch of sexy hues *Sultry Mover*, *Velvet Punch*, *Werk Werk Werk*, *P for Potent*, *Ripened*, *Sexy But Sweet* and *Reverence*, your soft matte lips just became even more desirable.



Pro tip:

"I love to layer Lasting Passion on top of Mandarin O, to produce your own unique match."

"Power Kiss is my hero matte lipstick. It's so light it feels as you're wearing a creamy balm but with an incredible soft matte colour payoff. The consistency offers a buildable coverage to work in layers to intensify a colour shade, or to top-coat a different colour to create your own customized colour range."

Massimo Moeller, M·A·C Senior Artist, Nordic countries.

Defined Soul Matte

A make-up artist's kit essential, Classic Matte is the original iconic M·A·C high-impact matte statement lip that lipstick addicts has fallen head over heels in love with. Rich, long and divinely wearable, Ruby Woo, Chili, Velvet Teddy, Diva and Velvet Teddy are the super stars of Classic Matte, which are not only comfy to wear but have the staying power of the most committed relationship.



Pro tip:

"Out on a date wearing your cute little clutch that just fits a lipstick? Classic Matte is so richly opaque, you can use it as a blusher to touch up your cheek bones."

"Classic Matte is my go to for a "done in an instant lip," says **Connie Man, M·A·C Senior Artist, Netherlands** "The saturated colour intensity gives an instant lift to your look and to your confidence. It's the perfect lipstick for a night of speed dating as it is so long lasting, you won't have to worry about it wiping off!"

Bold Soul Matte

Beware when wearing Retro Matte Liquid Lipcolour on a date because they'll be unable to draw their eyes away from your pretty mouth. Highly pigmented bold matte lips demand attention by their very presence! Ultra-long wearing, it's a smooth liquid twist on intensely colour saturated Classic Matte texture. It's the deep bold, ultra-opaque, maximum-matte statement lip that won't lose its colour, no matter how the evening ends.



Pro tip:

"For the optimal results, prep your lips with Lip Scrubtious and Prep + Prime lip. You'll be amazed at just how easy and comfortable it is to wear the boldest of all lips."

"A bold lip will make you stand out from the crowd on dating sites," says **Marco Louis, M·A·C Senior Artist South Africa**. "Retro Matte Liquid Lipcolour states your confidently alluring its longevity is unrivalled, when it comes to ultra-opacity and longevity Retro Matte Liquid Lipcolour is my go to!"

Speed date your way through the M·A·C's Matte range at a M·A·C store to find your perfect soul matte.

Available at maccosmetics.com and all M·A·C locations

For further information please contact:

XXXXX: @maccosmetics. / T:

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#MeetYourMatte

MEET THE M·A·C MATTE

CLASSIC MATTE



M·A·C Lipstick – the iconic product that made M·A·C famous. This long-wearing formula features an intense colour payoff and a completely matte finish.

BENEFITS

- Long-wearing, eight hours
- Non-feathering
- Fade-proof

RETRO MATTE LIQUID LIPCOLOUR



For those who prefer timeless glamour to all-out flash, matte reigns supreme. M·A·C introduces a twist on this classic texture with robustly saturated shades of Retro Matte Liquid Lipcolour. Whichever shade you choose, all promise one thing: a splash of colour in a liquid-suede finish that is impossible to forget.

BENEFITS

- Long-wearing, eight hours
- Colour wears evenly and smoothly, eight hours
- Provides stay-true colour, eight hours
- Non-feathering, non-bleeding

POWDER KISS: 8 NEW SHADES



Matte, totally reinvented. Delivering a romantic blur of soft-focus colour, this weightless moisture-matte lipstick was developed to replicate a backstage technique: blending out edges of matte lipstick for a hazy effect. Its groundbreaking formula contains moisture-coated powder pigments that condition and hydrate lips. The result is the zero-shine look of a matte lipstick with the cushiony, lightweight feel of a balm. Fall for this all-new soft-touch, misty matte kiss of colour.

Benefits

- Features a comfortable formula
- Blurs lines and smoothes lips
- Lightweight
- Provides immediate and long-term hydration

**PRODUCT FACT SHEET POWDER KISS
8 NEW SHADES**



Sultry Move
bright rose brown



Stay Curious
muted pinky red



Velvet Punch
bright cool fuchsia



Reverence
soft yellow pink



Werk Werk Werk
cool red



P for Potent
mid-tone purple



Ripened
greyed lavender



Sexy But Sweet
bright yellow pink