

MAC

THE
ART
OF
STUDIO

FIX^{NEW}
SOFT MATTE
FOUNDATION
STICK



M·A·C COSMETICS DEBUTS NEW VERSATILE STUDIO FIX SOFT MATTE FOUNDATION STICK FOR MAKEUP ON THE GO

The Art Of Studio Fix just became super convenient, effortlessly portable , and easier to use than ever before!

Get ready to swipe right! M·A·C Cosmetics announces the latest addition to its cult classic ,mattifying Studio Fix family. One swipe Studio Fix Soft Matte Foundation Stick is a 24-hour, long wearing, medium coverage foundation that delivers hydrated flawless skin wherever you are, and celebrates every skin complexion and tone in a diverse spectrum of 33 shades .

Designed to answer the foundation needs of all, the art of Studio Fix comes from a customisable mix of foundation products that encourages creativity and self-expression, expands technique and allows professional artists, makeup mavericks, trendsetters and enthusiasts to effortlessly experiment with the latest trends with ease.

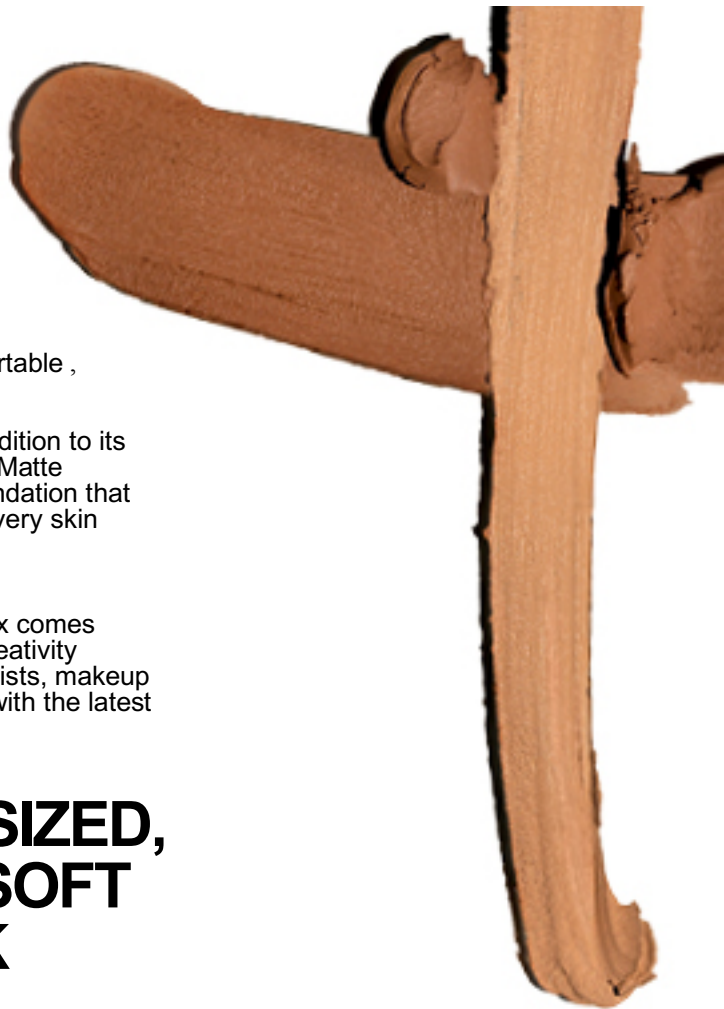
EASY BLENDING, POCKET SIZED, LIGHTWEIGHT STUDIO FIX SOFT MATTE FOUNDATION STICK IS ULTRA-VERSATILE

Swipe it directly onto your bare skin after an intense gym workout, touch up your sculpted makeup before a meeting, apply between courses on a dinner date , or achieve instantly photo-ready skin on a memorable night out where forever-on-Instagram memories are made .

It also delivers a precise application for contouring and highlighting aficionados and is perfect for low-maintenance, makeup minimalists, who prefer a quick swipe to touch up problem areas, such as under the eye or problem T-zones. Whatever your preference, M·A·C Studio Fix Foundation stick has you covered.

Studio Fix Soft Matte Foundation Stick masters the latest backstage trend of minimalist veil foundation“ .There is a definite“ real skin ”moment happening right now ” ,said Terry Barber, M·A·C Director Makeup Artistry in London“ .We’re not talking rawness here ,or the whole no make-up, make up thing. It’s premium skin; enhanced, plumped ,smooth and packed with moisture. Matte in the past was associated with dryness and dullness, whereas the new matte is about soft focus and blur with no blanket coverage and light hitting in all the right places ”.

It can be brushed on with 170 Synthetic Rounded Slant Brush, 182 Foundation Brush, 270 Mini Rounded Slant Brush, and 190 Flat Foundation Brush, sponge pressed or used simply straight-to-face and tapped with fingers“ .For me, the sign of a great product is that you get high impact with a fine layer of product ” ,said Barber.



WITH THE STUDIO FIX RANGE, YOU'RE ABLE TO ADAPT THE PRODUCTS TO CREATE ANY FINISH YOU DESIRE

when used in combination with other M·A·C products“. Whether you want to achieve lighter, more reflective skin by combining with Strobe Cream or make your foundation even more matte by mixing with Prep + prime skin refined zone , the possibilities to create new textures means you're always on trend ”,says Live Apelland, M·A·C Director of Senior Artists in Europe, Middle East and Africa.

ALL AGES. ALL RACES. ALL GENDERS.

A global leader in championing diversity since the 1990s, ALL AGES. ALL RACES .ALL GENDERS has long been M·A·C' s rallying call for utmost respect for individuality. The Studio Fix range has been at the forefront of driving M·A·C's deeply held inclusivity philosophy forward. Studio Fix Soft Matte Foundation Stick works seamlessly with the unparalleled 65 shades range of 24-hour coverage Studio Fix Fluid Foundation, the 53 shades in the 12-hour long-wearing, ultra-matte Studio Fix Powder Foundation range, which controls oil and shine, and with 24-hour Studio Fix Smooth Wear Concealer , which boasts 33 shades. From the lightest to the darkest tonal options, the range is consistently evolving to address the world's differing skin undertones.

The makeup artistry of the Studio Fix range is due to its total customizability and the ability for every artist to creatively express themselves, as they explore different high fashion textures, finishes, effects and techniques .

Get creative and find your perfect foundation shade of Studio Fix Soft Matte Foundation Stick and the Studio Range family. To find your colour match and upskill with the latest tips and tricks, book a Make-up Service available at all M.A.C store locations .

For more information visit www.maccosmetics.com/studiofixfoundationstick and make it up as you go along.



STUDIO FIX SOFT MATTE FOUNDATION STICK

NC13, NC15, NC16, NC17, NC18, NC20, NC25, NC27, NC30, NC35, NC37, NC38, NC40, NC42, NC44, NC45, NC50, NC55, NC60, NW13, NW15, NW18, NW20, NW22, NW25, NW30, NW35, NW43, NW45, NW47, NW50, NW55, NW60
Suggested Retail Price: \$30.00 USD

STUDIO FIX FLUID SPF 15

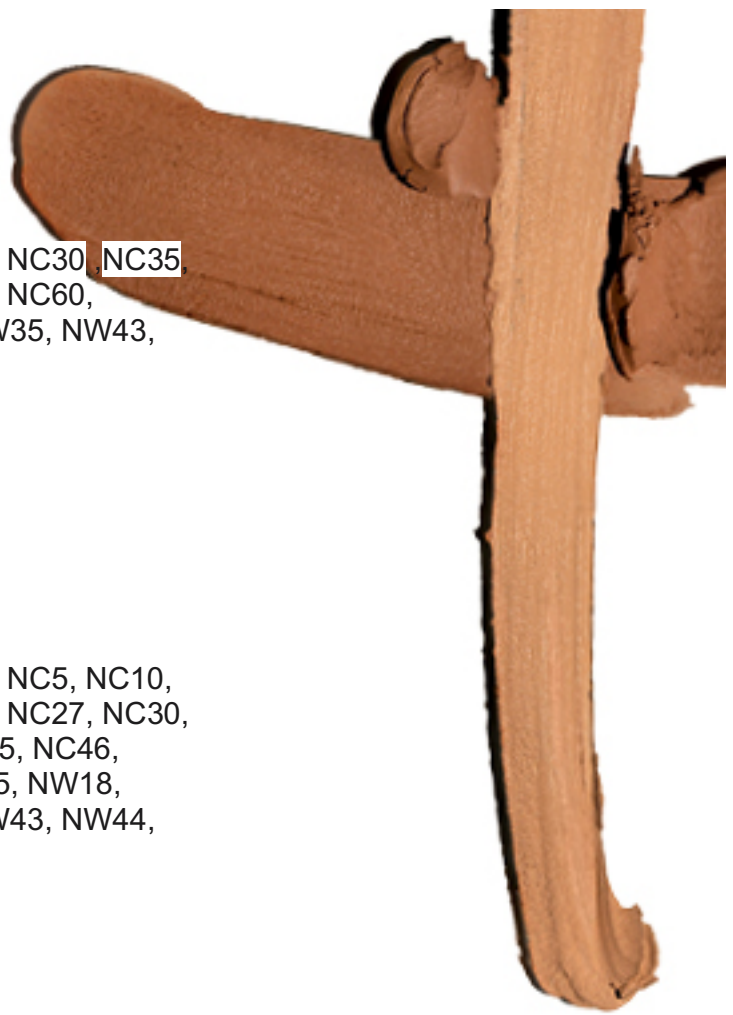
C3.5, C4, C4.5, C5, C8, N4, N4.5, N4.75, N5, N6, N6.5, NC5, NC10, NC12, NC13, NC15, NC16, NC17, NC18, NC20, NC25, NC27, NC30, NC35, NC37, NC38, NC40, NC42, NC44, NC45, NC45.5, NC46, NC47, NC50, NC55, NC58, NC60, NW10, NW13, NW15, NW18, NW20, NW22, NW25, NW30, NW33, NW35, NW40, NW43, NW44, NW45, NW46, NW47, NW48, NW50
Suggested Retail Price: \$30.00 USD

STUDIO FIX 24-HOUR CONCEALER

NC10, NC15, NC20, NC25, NC30, NC35, NC38, NC40, NC42, NC43, NC44, NC45, NC48, NC50, NC55, NW10, NW15, NW20, NW22, NW24, NW25, NW28, NW30, NW32, NW34, NW35, NW40, NW42, NW45
Suggested Retail Price: \$22.00 USD

STUDIO FIX POWDER PLUS FOUNDATION

C2, C3, C3.5, C30, C35, C4, C4.5, C40, C5, C5.5, C6, C7, C8, N3, N4, N5, N9, NC10, NC15, NC20, NC25, NC30, NC35, NC40, NC41, NC42, NC43, NC43.5, NC44.5, NC45, NC46, NC47, NC50, NC55, NW10, NW13, NW15, NW18, NW20, NW22, NW25, NW30, NW33, NW35, NW40, NW43, NW44, NW45, NW46
Suggested Retail Price: \$30.00 USD



#170S Rounded Slant Brush
Suggested Retail Price: \$35.00 USD

#182S Buffer Brush
Suggested Retail Price: \$53.00 USD

#270S Mini Rounded Slant Brush
Suggested Retail Price: \$25.00 USD

#190S Flat Foundation Brush
Suggested Retail Price: \$35.00 USD

AVAILABLE

North America September 5, 2019
at all M·A·C locations/online, [1.800.588.0070](tel:18005880070)
and maccosmetics.com

International September 5, 2019
at all M·A·C locations/online, [1.800.588.0070](tel:18005880070)
and maccosmetics.com

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