



MASCARA wand for new eye beauty has been introduced by Max Factor. Beauty-seeking women may now forget messy brushes and water and enjoy exciting automatic mascara in their choice of five shades. The clever package makes it an ideal tuck-in gift for Christmas.

Eye Beauty

This is the time of year when every woman wants her eyes to look their most beautiful for the gay holiday season ahead. And timed just right to cater to their desire is the introduction of Max Factor's exciting new Mascara Wand, which is a sheer stroke of magic. It not only breaks the beauty barrier to greater glamour than any other automatic mascara, but the price barrier, as well.

For the first time, Max Factor now brings automatic mascara within the reach of every beauty-seeking woman. Breaking the price barrier, the new Mascara Wand comes in an elegant high-fashion, slimmed golden case. Women may now forget messy brushes and water and enjoy exciting savings on both the applicator and the refills. Mascara Wand breaks the beauty barrier in automatic mascara with a complete new formula. Working for months to perfect a mascara which would put all automatic mascara formulas to add that extra glamour which is only possible with a superior formula, Max Factor makes exciting news with his Mascara Wand.

Now, with one magic stroke of the threaded wand, beautiful-looking eyes are possible in only seven seconds' application time. This new formula glides on more evenly and more smoothly than any other automatic mascara. Furthermore, it applies more easily and dries instantly without the slightest hint of beading or flaking. For those who wish a heavy application, it is possible to apply coat after coat and still maintain the most evenly mascara - encircled, separated and flexible glamorous lashes ever seen. Also, Max Factor has created the new Mascara Wand formula to include his famous high fidelity colors.

Another magic plus is that the formula is waterproof - even for swimming (without irritating turpentine) and, of course, tearproof and smudgeproof as well. You'll notice something else which is new. This mascara is fragrantly scented and absolutely non-irritating.

What are Max Factor's hints on application techniques? The Mascara Wand is so simple and easy to use that the most inexperienced person in make-up techniques is able to apply the lash color immediately. However, here are a few hints which will put more magic into this new requisite:

As you use the wand, Max Factor says to keep the threads filled with mascara color by re-inserting the wand deep into the mascara chamber and out again. The wand automatically re-loads itself without your giving it the slightest thought. As you stroke the color onto your lashes, slightly twist the wand in your fingers to unload all of the color onto your lashes. Just like magic, each of your lashes from the roots to the tips will come alive with even color. Stroke upward on the upper lashes and downward on the lower lashes. The magic plus is that every lash will curl, separate and stand alone with color, and will be waterproofed, all in one easy stroke.

The refills are more than refills—they are the mascara chamber half of the Mascara Wand itself. All you have to do is unscrew the refill cap, pull out the applicator from your previous Mascara Wand. The fashion magic plus is in the fact that you may own several colors and use your original wand applicator.



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