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LIPSTICK IT TO A GOOD CAUSE

Los Angeles, CA – A new line of special edition lipsticks have been released from MAC Cosmetics to promote and support the AIDS awareness foundation in stores across the globe. Music sensations and fashion icons, Lady Gaga and Cyndi Lauper, have become the new faces of the “Viva Glam” lipstick for the fall 2010 line.

Viva Glam Cyndi (red) and Viva Glam Gaga (pink) are the names of the two lipsticks being sold in which all proceeds benefit the AIDS foundation. Each product shows the signature of Lady Gaga or Cyndi Lauper on the packaging, and also shows the customer that they have kindly donated to the AIDS foundation. These lipsticks have been made to have a very bright look on lips once applied.

According to the creator of the Viva Glam line, Harrison Lee, MAC Cosmetics is the second largest AIDS research contributor with their Viva Glam line. “Although the Cyndi or Gaga lipstick colors are made to make women look beautiful,” says Lee, “It’s more about raising money for a very important cause that effects people worldwide.”

These limited edition products will be sold for one year. Because of Cyndi and Gaga’s fame, Lee predicts that the Viva Glam line might be MAC’s best-selling product yet.

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