

Max Factor welcomes Priyanka Chopra-Jonas as global ambassador and creative collaborator

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London, 1 July 2021: Max Factor is delighted to introduce dynamic actor, philanthropist and producer **Priyanka Chopra-Jonas** as the new global ambassador and creative collaborator.

Priyanka joins **Max Factor** as the face of major beauty campaigns and product launches throughout 2021 and beyond, starting with the new **Facefinity All Day Flawless Airbrush Finish 3in1 Foundation** campaign.

Max Factor is on a journey of transformation; with heritage rooted in Hollywood, the brand's refreshed approach focuses on empowering its community to step into the spotlight, by co-creating effortless transformation through the brands portfolio of products.

As a multi-faceted philanthropist, UNICEF Goodwill Ambassador, and advocate of women around the world, Priyanka Chopra-Jonas is a champion of the empowerment that comes with transformation, driving relevant and purposeful conversations that inspire today's women.

Stefano Curti, Chief Brands Officer at COTY said, "Priyanka is the modern embodiment of our diverse Max Factor audience, and a champion of the empowerment that comes with transformation. We couldn't be more thrilled to partner with her and know we will be able to achieve so many extraordinary things together."

Founded during Hollywood's Golden Age by Mr. Max Factor, a visionary makeup-artist, wig maker and inventor, who coined the term, 'make-up', artistry continues to be central to **Max Factor's** DNA as the brand embarks on this journey of transformation. Priyanka will be joined by a network of makeup artists around the world who will continue to provide an expert professional lens on how to use Max Factor products to deliver effortless transformation.

"A brand with a rich heritage that spans more than 100 years, Max Factor is behind the most iconic and effortless beauty transformations in pop culture, and I am honoured to be collaborating as their new global ambassador," said Priyanka Chopra Jonas. "Confidence can be someone's most powerful asset, and it's important to trust that your beauty products will deliver. From make-up artists to people all over the globe, I know I'm in good company in sharing my excitement for Max Factor's new product launches and I'm proud to be part of the brand's next chapter."

Kicking off this partnership, Chopra-Jonas stars in the first creative spot launching the brand's new Facefinity All Day Flawless Airbrush Finish 3in1 Foundation. Chopra-Jonas was very involved in the language used in the spot, ensuring its authenticity to her voice and her personal experience with the brand and the product. Max Factor's Facefinity All Day Flawless Airbrush Finish 3in1 Foundation is the first foundation created to combine primer, concealer and foundation to effortlessly transform the look of your skin giving you a professional airbrush finish.

For more information please contact Ashley Colom, ashley_colom@coytinc.com. Follow Max Factor on Instagram @maxfactor or visit www.maxfactor.com for the latest news and for effortless transformation inspiration.

ABOUT MAX FACTOR

One of the world's pioneering cosmetics companies, Max Factor was founded at the beginning of the 20th century by the eponymous Polish-born cosmetician. Throughout Hollywood's Golden Age, Max Factor was known for creating the signature looks of the era's most famous icons such as Marilyn Monroe, Ava Gardner, Jean Harlow and Marlene Dietrich. The make-up products and techniques Max Factor created for the movie industry and his Hollywood clients earned him an Oscar, but his guiding philosophy was that any woman could look incredible given the right tools and make-up artistry skills. From mascara to foundation, eye shadow to lipstick, Max Factor put the transformative tools for make-up artistry into the hands of every woman, enabling her to radiate beauty every day. Today, Max Factor believes that magic happens when we choose to step into the spotlight of our own life. The brand wants to elevate consumers beyond the ordinary, to the extraordinary by continuing to offer premium quality products at a masstige price.

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ABOUT COTY INC.

Coty is one of the world's largest beauty companies with an iconic portfolio of brands across fragrance, color cosmetics, and skin and body care. Coty is the global leader in fragrance and number three in color cosmetics. Coty's products are sold in over 150 countries around the world. Coty and its brands are committed to a range of social causes as well as seeking to minimize its impact on the environment.

For additional information about Coty Inc., please visit www.coty.com

Company Contact:

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Max Factor

T. 07958702464

E. selen.morgan@halpern.co.uk

W. <https://www.maxfactor.com>

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