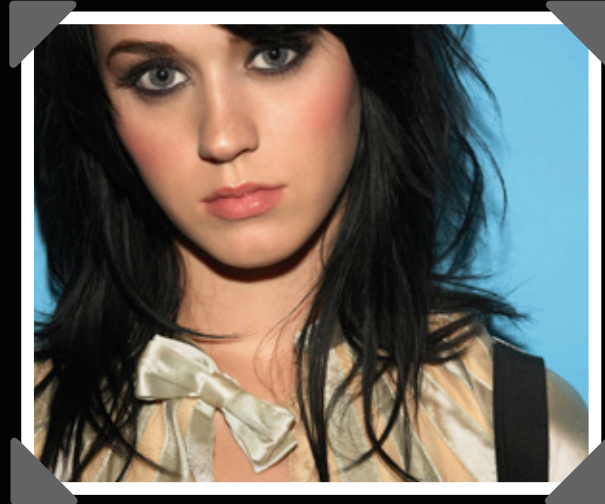


FACTOR
presents

Rock the Runway



Katy Perry

Cheeky and refreshing, singer-songwriter Katy Perry's multi-dimensional and lyrically adventurous music already has fans singing her praises. Her full-length debut album will be released by Capitol Records in Summer 2008. www.katyperry.com



The boldest spring styles give old Hollywood a modern rock twist – check out **KATY PERRY**, the hottest new singer to hit the scene. Max Factor Celebrity Makeup Artist **JAKE BAILEY** shares how to get the season's hottest looks with Max Factor's New Vivid Impact Mascara.

Trend: Ultra Glam Eyes



Step 1: Apply BASECOAT of the **Vivid Impact Mascara**, from root to top of lashes. Let dry for five minutes

Step 2: Apply HIGHLIGHT to lashes, working the wand outwards

Insider Tips

For Mega Drama apply several coats of the Vivid Impact BASECOAT, allowing it to dry between coats so product builds on the lashes.

For Daytime Sparkle only use the HIGHLIGHT end of the Vivid Impact Mascara for a hint of color.

For Eye-Popping Style after applying the BASECOAT and allowing it to dry, brush the HIGHLIGHT coat on the very tips of the top and bottom lashes

For Punk Rock Fun play with different color combinations, like applying silver on the top lashes and pink on the bottom.

Enter for a chance to win a trip to the

ROCK THE RUNWAY EVENT in NYC

- Grand Prize includes:
- A trip for two to New York City
 - Two tickets to the Rock the Runway event featuring Katy Perry
 - Professional beauty makeover for winner and guest
 - Photo featuring winner will appear in a Max Factor ad in People® and People StyleWatch®

To enter go to People.com/RocktheRunway

No Purchase Necessary To Enter or Win. The Max Factor Rock the Runway Sweepstakes is open to legal residents of the 48 contiguous United States and the District of Columbia age 18 or older at the time of entry. Void in Alaska, Hawaii, Puerto Rico and where prohibited by law. Sweepstakes begins at 12:01 AM Eastern Time ("ET") on February 15, 2008 and ends at 11:59 PM ("ET") on March 21, 2008. To enter and view complete Official Rules, which govern this Sweepstakes, visit www.people.com/rocktherunway Sponsors: PEOPLE Magazine, a division of Time Inc. and Procter & Gamble Distributing, LLC.

A SPECIAL GIFT FOR YOU



Receive this complimentary clutch* with any Max Factor purchase. Just send in your proof of purchase to: PEOPLE Max Factor Rock the Runway P.O. Box 5077, New York, NY 10185

* Offer good while supplies last.