

INGENIOUS IDEAS

DEPARTMENT

Try Your Makeup Online Before You Buy

(NAPSA)—Imagine having hundreds of cosmetics at your fingertips and experimenting with the hottest makeup looks in the privacy of your own home—before you go to the store.

A new feature on a Web site lets users do just that. The cosmetic site helps consumers find the right shades, colors and products and lets them try makeup online before they buy.

The pioneering feature on maybelline.com, called Maybelline Makeup Studio, helps transform every woman who owns a PC into her own makeup artist. Maybelline is the first American mass market company to give women this unique opportunity prior to purchase.

You don't have to be a super-savvy PC-surfer to get the most out of this site. Just click on the Maybelline Makeup Studio. Register online and follow the easy instructions to download the free Makeup Studio plug-in.

Now you're set to upload your own digital color head shot. If you don't have the capabilities, not to worry! Maybelline Makeup Studio features a Model Gallery where you can select a model with similar skin tone, eye color and hair shade to your own.



Before

After

With a click of the mouse, you can see how fabulous you'd look in a featured seasonal collection such as Snow Bunnies or in the Smooth Result line.

In a few clicks you can also create your own signature daytime and dramatic nighttime looks, using the complete line of face, eye, lip and nail products. No matter which look you choose, you'll find illustrated tips from makeup experts that explain how you can achieve more flattering effects with a selected product.

Once you've finalized the look you want, you can print a copy or save the image to your hard drive. You can also print out a shopping list of the products and shades you need to achieve it. Users can even e-mail their new looks to friends. This helps make makeup easy and accessible.

For more information, visit www.maybelline.com.