

MANIAC

Ariana Grande Loves MAC



by Rachel Sanzone — 02/01/2016 in Beauty

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If you are familiar with the brand, you must be well aware of the MAC AIDS Fund. When the founders, Frank Angelo and Frank Toskan (the Franks), teamed up with MAC artists in 1994, their goal was to make a difference in the community that had been affected by HIV and AIDS.

It all started with a red lipstick. That lipstick was a passionate shot heard around the world that followed MAC's credo of all ages, all races, all sexes. With 100 percent of the selling price going towards those effected, they started a campaign when AIDS and HIV were directly effecting the fashion and makeup communities- but it didn't stop there. To date, the MAC AIDS fund has raised close to \$400 million.

MAC has always been a brand that broke boundaries and loves to use the outspoken nature of the company to do good – which is just one reason we love them. If you don't believe us, believe the celebrity ambassadors. From Ru Paul to Rihanna (who raise 50 million with her campaign alone), MAC is always using someone trendy, hip (and sometimes controversial). Miley's reign just finished for the brand.

The newest ambassador, Ariana Grande, released two shades for the Spring campaign. Her lipstick (\$17), is a deep, matte purple perfect for your bad side and the lipglass (\$15) is all things girlie with its soft, pink sparkle. It truly encapsulates the good and bad inside of us all.

So what are you waiting for? Get to your nearest counter and do some good with purchase.

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Rachel Sanzone

I believe when you're pretty on the inside, you're pretty on the outside but you can't beat that perfect shade of lipstick and eyelashes as big as your dreams.



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