



Max Factor Movie Make Up Artist Graham Johnston explains how to recreate the beauty looks in the new film "Bridget Jones: "The Edge of Reason"

Bridget Jones, the endearingly quirky, thirty-something singleton is back. The long awaited return of Bridget Jones in the new film, "Bridget Jones: The Edge of Reason" picks up four weeks after the first film, and already Bridget is becoming uncomfortable in her relationship with Mark Darcy. Apart from the fact that he is a Conservative voter who insists on folding his underpants, Bridget discovers competition in the form of the glamorous and impossibly perfect Rebecca, Mark's new legal intern. What's worse, Rebecca appears to have a soft spot for him so it seems Bridget now has all the more reason to look her best at all times...

Max Factor make-up artist, Graham Johnston was chief make-up artist on "Bridget Jones: The Edge of Reason", creating beauty looks for the Bridget Jones and Rebecca Gillies characters amongst others in the new film. "We wanted to keep Bridget's look very much the same as in the first film – a typical English rose but with a twist", says Graham. "With her career as a TV presenter it's essential that she looks impeccable in front of the camera, whilst 'being noticed' is the key motivation for her dramatic evening look. In contrast, Rebecca's look is very fresh but with a sharper edge – she has a well groomed 'city girl' slant and her make-up is more defined by day and definitely more dynamic for evening."

Re-creating the Day Look – professional and polished

Bridget Jones

To recreate Bridget's look, Graham suggests using Max Factor Colour Adapt Foundation in *Natural* to enhance Bridget's natural skin tones. The breakthrough formula adapts to skin's inherent colour variations and gives flawless coverage, resulting in a perfect look to suit each individual. "The great thing about Colour Adapt is that it allows the natural skin tones to come through which is a desired look for the film but also for everyday life", says Graham, "I wouldn't want to do myself out of a job but Colour Adapt really is your makeup artist in your handbag!"

For a warm glow lightly brush natural Brush-on Satin Blush in *Naturelle* over the apple of the cheeks. Eyes are lifted by warm ambers: Graham recommends using Max Factor's *Inca Bronze* from the Earth Spirits range in the sockets with *Almond* on the brow bone to bring out the blue of Bridget's eyes. Add definition with a coat of More Lashes Waterproof. *"More Lashes Waterproof combines the volume and separation of More Lashes with the reliability of waterproof," says Graham, "there are some scenes in the film where Bridget is in the sea so More Lashes Waterproof is ideal for this look."*

To re-create Bridget's subtle lip colour Graham likes to use Lipfinity Everlites in *Tickled*. Lipfinity Everlites delivers up to ten hours of gorgeous, glamorous colour but has an incredible lightweight feel. Once applied, you hardly notice it is there and with a range of subtle, silky shades, it is perfect for a soft and understated beauty look.

Rebecca Gillies

Rebecca's character favours a strong, sultry beauty look. Graham recommends using Colour Adapt Foundation in *Blushing Beige*. *"When applying foundation, try using a sponge or your fingers to blend the colour across your face and remember to apply it over the eye socket and under the brow for a perfect primer for eye shadow," says Graham.*

To accentuate dark eyes, use Earth Spirits Eyeshadow in *Walnut* over the sockets with *Pearly Pink* on the brow bone and complete the look with a coat of More Lashes mascara. For glossy lips Graham suggests using Silk Gloss, a great new product from Max Factor, in *Velvet Raspberry* to give a luscious lasting shine. *"The great thing about Silk Gloss compared to some other lip glosses is that it not only provides a high beam shine, but has the feel of a balm for moisture and protection of the lips," he says.*

Re-creating the Evening Look – drama and glamour

Bridget Jones

Graham says, *"Use Max Factor's Colour Adapt foundation in Natural to provide the perfect canvas for transforming Bridget's daytime look to evening. Blend Midnight Mauve Natural Brush-on Satin Blush under the cheekbones to define shape rather than add too much colour. To accentuate the eyes for evening, use Max Factor's Black Kohl Eye Pencil along the upper lashes and extend the natural line at the outer edge of each eye to lift and open them up. Then sweep Max Factor's Stormy Blue Earth Spirits Eyeshadow across the socket to give the eyes a sultry look and complete the look with a coat of More Lashes Waterproof for definition and blackness.*

Use a slightly darker lip colour to create a bolder, sexier evening look. For this Graham recommends using Max Factor Lipfinity Everlites in *Alluring* to accentuate the shape of the lips and add shine with the clear Lipfinity Everlites topcoat.

Rebecca Gillies

After applying Colour Adapt Foundation in Blushing Beige, Graham suggests defining the eyes by drawing a line of Earth Spirits Eyeshadow in *Onyx* along the upper lashes, blending well and applying a coat of More Lashes mascara. *“Max Factor More Lashes keeps each lash individual and separated and you get that deep, rich blackness – perfect for Rebecca’s glamorous evening look,” says Graham.*

For glossy, vibrant lips, Graham uses new Max Factor Silk Gloss in *Cashmere Red*. *“Rebecca is a young, glamorous creature and Silk Gloss is perfect for this look as it can be used on its own, or on top of a lipstick you are already wearing to give a dynamic look for evening.”*

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Product Information:

Silk Gloss	rrp £6.99
Colour Adapt	rrp £11.95
Lipfinity Everlites	rrp £9.99
Earth Spirits eyeshadows	rrp £4.45
Kohl pencil	rrp £5.50
Max Factor Eyebrow Pencil	rrp £4.00
Brush-on Blush	rrp £6.00
More Lashes Mascara	rrp £7.95
More Lashes Waterproof Mascara	rrp £8.95