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About the M·A·C AIDS Fund

The M·A·C AIDS Fund (MAF), the heart and soul of M·A·C Cosmetics, was established in 1994 to support men, women and children affected by HIV/AIDS globally. MAF is a pioneer in HIV/AIDS funding, providing financial support to organisations working in underserved regions and with underserved populations. MAF is committed to addressing the link between poverty and HIV/AIDS by supporting diverse organisations around the world that provide a wide range of services to people living with HIV/AIDS.

To date, MAF has raised more than US\$150 million (RM525 million) exclusively through the sale of M·A·C's VIVA GLAM lipstick and lipglass, donating 100 percent of the sale price to fight HIV/AIDS.