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# Making life brighter

## M•A•C COSMETICS ARTISTS DO THEIR BIT FOR THOSE LIVING WITH HIV ON WORLD AIDS DAY

**MAKEUP** artists from M•A•C Cosmetics stores in Malaysia rolled up their sleeves and took off their brush belts to participate in volunteer work on Dec 1 to commemorate World AIDS Day.

This volunteer initiative was part of a worldwide effort by M•A•C which involved nearly 1,000 employees all over the world doing their bit for their respective countries' HIV/AIDS organisations.

It was organised to complement the artists' commitment to the global fight against HIV/AIDS and to strengthen their connection to the company's philanthropic arm, the M•A•C AIDS Fund (MAF), and its recipients.

The fund was established in 1994 to support those who have been affected by HIV/AIDS globally. MAF is a pioneer in HIV/AIDS funding, providing financial support to organisations working with underserved regions and populations.

The M•A•C artists from Malaysia were joined by local celebrities such as Chermaine Poo, Danell Lee, Johnson Wee, Nita Hamzah, Nadia, Josh Oh and Josh Lai who also volunteered their time and skills at WAKE (Pertubuhan Wanita dan Kesihatan, Kuala Lumpur).

There were hand-painting, storytelling and games sessions for the children at the centre while the women were pampered with one-on-one makeup service by M•A•C artists. The residents were also treated to an early Christmas celebration.

The following day, M•A•C artists headed

to Johor Baru to spend time at Intan Life Zone (ILZ), a welfare home that houses 20 women and children.

"Volunteering and giving back to the HIV/AIDS community has always been a source of pride at M•A•C," said Yokoe Chan, a M•A•C senior artist.

M•A•C Malaysia also pledged some RM200,000 to the Malaysian AIDS Foundation this year. A mock cheque was presented by Loo Kai Nan, the managing director of Estee Lauder Companies, to Bakhtiar Talhah, the executive secretary of the foundation and executive director of Malaysian AIDS Council.

The money will be channelled to WAKE and ILZ as well as other projects and shelters related to HIV/AIDS. To date, the Malaysian AIDS Foundation has received up to RM1 million from MAF. All proceeds from the sale of M•A•C's Viva Glam line of lip products go directly to the MAF.

So far, the company has contributed more than US\$150 million (RM 510.4 million) to the HIV/AIDS cause worldwide.

"Every time M•A•C employees create, design, package, ship or sell a Viva Glam lipstick or lipglass, they are helping to save and improve the lives of people living with HIV and AIDS," said Nancy Mahon, senior vice-president of M•A•C Cosmetics and executive director of MAF.

"Extending this effort to include volunteering on World AIDS Day is a new tradition of which I'm very proud."