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The untold story of MAC's Viva Glam lipstick #222061

By Amanda May | Published: 20-Feb-2025

Marketing

Colour Cosmetics

inception in 1994.

The make-up brand reveals how it created a charitable initiative that

disrupted the industry and remains a CSR success story 31 years later in our 'Untold Story' series MAC Cosmetics is, without a doubt, one of the beauty industry's original corporate social responsibility (CSR) trailblazers, with its charitable initiative Viva Glam still going strong 31 years after its initial release. The scheme, which donates 100% of sales from its Viva Glam lipsticks and lip glosses franchise to an array of grassroots equal rights causes worldwide – has raised more than US\$535m since its

It is a mighty philanthropic feat for the Estée Lauder Companies-owned make-up brand, and to

glosses), helping to expand the franchise's range so it caters to all styles and preferences. "Outspoken" celebrities have continued to get involved and back the cause too, with singers Sir Elton John (2002), Lady Gaga (2011), Rihanna (2014), Miley Cyrus (2015) and Ariana Grande (2016) having all fronted campaigns. Other star-studded faces include Rosalia (2020), Linda Evangelista, Chloë Sevigny and Pamela Anderson (2004), and the brand's most recent ambassador Kim_Petras (2024). To date, more than 361,000 Viva Glam lipsticks have been sold, with financial grants made to 150-plus NGOs Moving with the times But Viva Glam has not rested on its laurels - the scheme has continued to evolve with our everchanging times. Last year, to mark Viva Glam's 30th anniversary, MAC Cosmetics expanded the scope of the charitable initiative to reflect the broader issues we face as a global community today. Viva Glam_now_focuses_on_four_key_pillars - sexual equality, gender equality, racial equality and

environmental equality – in a bid to further societal change and promote equality for all.

"We built a new platform that shouts, encompasses and explains exactly what Viva Glam is – it is

"It was important for us to tell the story in a world that is more complicated and complex as there

"The world is a very diverse place, so we want to make sure that we can still help in a meaningful

about equality," explains Moudachirou-Rébois.

are other issues affecting our communities now.

way."

Popular muted brownish-plum shade Viva Glam III is now named Viva Empowered. Deep neutral shade Viva Equality was also debuted – a new shade created to tie in with the news.

"There is now the skinification of make-up trend, where people want formulas that are moisturising,

"So, we reformulated, and called it M·A·Cximal to explain that it gives 12 hours of hydration, as well

We built a new platform that shouts, encompasses and explains exactly what Viva Glam is – it is about equality

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"We are looking at how we continue to evolve [it] so we can drive different kinds of consumers."

"Lip needs to continue to be the category that we really hang Viva Glam on as it is really at the core

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Moudachirou-Rébois.

hydrating and always perform.

of MAC excellence," she explains.

as a bold colour with maximum comfort."

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VING WITH HIV AND AIDS WWW.MACCOSMETICS.COM Many celebrities have helped promote MAC's Viva Glam initiative The most iconic Viva Glam lipsticks were also renamed to highlight these core pillars to customers. The lipstick that started it all – Viva Glam I – was renamed Viva Heart; while pinkish-beige mauve shade Viva Glam II is now called Viva Planet. **Future proofing** As part of Viva Glam's modernisation, MAC Cosmetics also refreshed its existing lipsticks in the franchise with a new formula to provide better benefits for the user. The new M·A·Cximal Viva Glam lipsticks offer a silky matte finish but with a good-for-lips formula that is said to look richer and last longer. "One of the boldest things I have done in my career is reformulated our iconic MAC lipstick," says

MAC has also committed to reach the \$1bn donation mark via Viva Glam in the next 30 years. More innovation will also be brought into the franchise to help drive this, some of which

Moudachirou-Rébois says we will see within the next couple of months.

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