

# MAC Cosmetics Makes it Snow in LA for Launch of Hyper Real Skincare

BROOKLYN, NY, UNITED STATES, January 23, 2023 /EINPresswire.com/ -- On Thursday, January 19, MAC celebrated its entry into the skincare category with [Hyper Real](#), a high-performance product line-up designed to create your best canvas, and compliment makeup for flawless application. The global launch event at the esteemed Goldstein Estate in Beverly Hills hosted over 300 guests from 14 countries, including top tier global beauty influencers, makeup artists, and celebrities with notable guests such as:

- Cher, Former MAC Brand Ambassador/Musician/Actress
- Alexander "A.E." Edwards, Music Executive
- FLETCHER, Musician
- Charlotte Lawrence, Musician/Actress
- Charlotte D'Alessio, Model/Creator
- Patrick Starr, Former MAC Brand Ambassador/Creator
- Danielle Lauder, Great granddaughter of Estée Lauder
- Elsa Majimbo, Comedian/Creator

Final images and captions can be found here:

- BFA 1: <https://bfa.com/events/37951>
- BFA 2: <https://bfa.com/events/37950>

The Hyper Real collection is available now at MAC counters and online at [MACcosmetics.com](https://MACcosmetics.com)

Instagram: [@maccosmeticsusa](#) / TikTok: [@maccosmetics](#) #MACHyperReal #MACSkinArtistry

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