

Kim Petras and Danna Paola Star in M·A·C VIVA GLAM's 30th Anniversary Campaign

The trailblazing charitable initiative reveals an expanded mission and new four-shade Lipstick lineup to help raise another half-billion dollars

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/EINPresswire.com/ -- [M·A·C VIVA GLAM](#): The iconic Lipstick that has transformed the beauty industry and positively impacted countless lives is turning 30. With a bold vision on raising another half-billion dollars for charity, M·A·C is joining forces with pop superstars Kim Petras and Danna Paola to unveil its expanded charitable mission and revamped VIVA GLAM lipstick lineup, which continues to give back 100% of the purchasing price to local organizations around the world working to advance equal rights and healthy futures for All Ages, All Races, All Genders.

As a global popstar, critically acclaimed songwriter, style icon and LGBTQIA+ trailblazer, Kim Petras perfectly embodies the essence of M·A·C VIVA GLAM, which has made a tradition of joining forces with a diverse range of legendary talent to raise awareness for its mission. The pop sensation made history as the first openly transgender artist to win a GRAMMY Award and hit number one on the Billboard charts, and regularly uses her global platform to advocate for the LGBTQIA+ community and M·A·C VIVA GLAM partners like the Trevor Project. "Serving as the face of M·A·C VIVA GLAM has always been a rite of passage for the most legendary artists in the world," shares Petras. "I have to pinch myself every time I remember it's now my turn to represent the campaign. I am honoured to be part of VIVA GLAM's long legacy of lifting up people who haven't always felt seen or represented, and look forward to inspiring the next generation to join us in making the world a more equal place," she adds.

Co-starring in the campaign is Danna Paola, a multi-hyphenate and Latin GRAMMY Award-nominated international star from Mexico City, known for her unapologetically original approach to her music and style. This singer, actress, songwriter and producer is passionate about



Kim Petras for M·A·C VIVA GLAM

women's equality and using her voice to support underserved communities around the globe. "Growing up in the spotlight, it has taken a lot of courage to live as my authentic self and claim a seat at the table of my own career journey," says Paola. "I'm so excited to team up with M·A·C VIVA GLAM to empower other women and girls finding their voice and give back to communities most in need of our support," she concludes.

BREAKING NEWS:

M·A·C VIVA GLAM HAS EXPANDED ITS MISSION TO SUPPORT EQUAL RIGHTS FOR ALL!

Kim and Danna will headline VIVA GLAM's 30th anniversary campaign, which will celebrate the impact of over \$520 million USD the program has raised to date while spotlighting the newly revamped four-shade Lipstick lineup and expanded charitable mission to better address some of the world's most pressing challenges. In addition to continuing its three decades-long support for people impacted by HIV/AIDS, VIVA GLAM will be dedicated to driving equality across the following four areas: Sexual, gender, environmental and racial equality.

Alongside the revamped VIVA GLAM platform, the iconic Lipstick that gives back 100% has been maxed out to give lips MORE with a new silky matte finish, new impactful names and new luxe look. Put your money where your mouth is with four iconic shades of M·A·C ximal Silky Matte VIVA GLAM Lipstick.

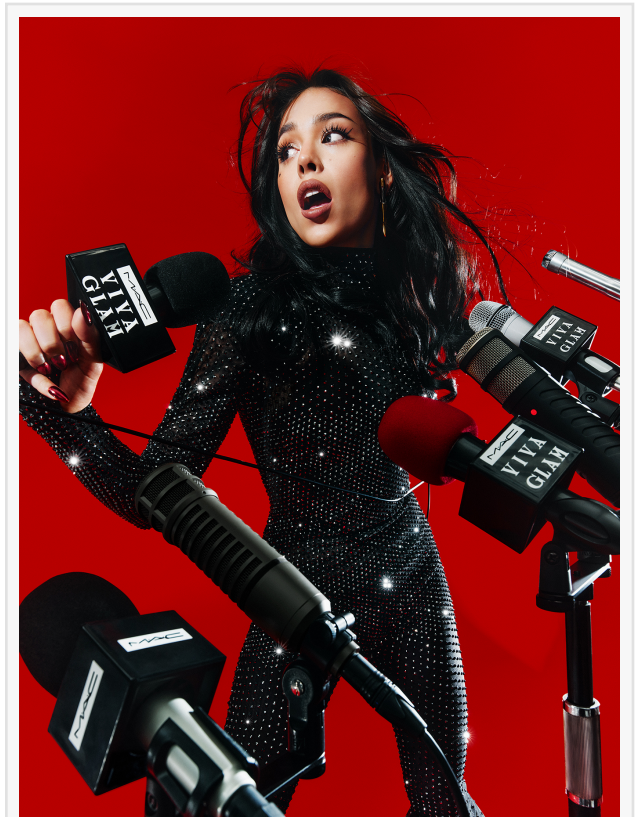
VIVA Heart (formerly VIVA GLAM I): This intense blue-red was created for the M·A·C VIVA GLAM launch in 1994 to make a bold statement of support for members of our community impacted by the AIDS crisis.

VIVA Planet (formerly VIVA GLAM II): Introduced in 1997, this muted pink-beige with shimmer provided a more subtle shade for those who wanted to support the VIVA GLAM cause.

VIVA Empowered (formerly VIVA GLAM III): The darkest and most dramatic VIVA GLAM shade, this bold brown-plum bowed in 2000.

NEW! VIVA Equality: To celebrate 30 years of M·A·C VIVA GLAM, this warm, mid-toned nude compliments all skin tones and creates a new fundraising opportunity.

As always, 100% of the selling price of VIVA GLAM Lipstick goes to M·A·C VIVA GLAM, supporting



Danna Paola for M·A·C VIVA GLAM

charitable organizations worldwide across the four equality pillars. Choice of shade does not impact the type of charity receiving M·A·C VIVA GLAM donations.

About M·A·C Cosmetics:

M·A·C (Make-up Art Cosmetics) is a leading brand of professional cosmetics and part of The Estée Lauder Companies Inc. Since its creation in Toronto, Canada, 40 years ago, the brand's popularity has grown through a tradition of word-of-mouth endorsement from Makeup Artists, models, photographers, and journalists around the world. M·A·C is now sold in over 130 countries/territories worldwide. Follow M·A·C on Instagram, TikTok, X, Snapchat and Threads (@MACcosmetics); become a M·A·C fan on Facebook (facebook.com/maccosmetics); and watch M·A·C videos on YouTube (youtube.com/maccosmetics). For a M·A·C location near you, visit maccosmetics.com.

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