

## MAC celebrates 25 years of Viva Glam

By **Hibah Noor** on April, 30 2019 | Fragrances, Cosmetics, Skincare & Haircare



The new, limited-edition 25th anniversary Viva Glam 25 Lipstick in the original Viva Glam I shade, will be donated support the health and rights of people of all ages, all races and all genders

MAC Cosmetics is celebrating 25 years of Viva Glam Lipstick, originally created in 1994 at the height of the HIV epidemic to make a meaningful difference in the lives of people living with and affected by HIV/AIDS.

Combining glamor with a rigorous funding approach, Estee Lauder Group-owned MAC has worked with provocative talent, including Sia, Miley Cyrus, Elton John, Mary J. Blige and Ricky Martin to drive sales of Viva Glam lip products. 100% of sales go toward the funding of HIV/AIDS programs around the world.

During the past quarter-century, Viva Glam has raised US\$500 million for the global fight against HIV/AIDS, helping over 19 million people last year alone. That's 9,713 grants to over 1,800 innovative,<sup>1</sup>

programs and organizations around the globe, including God's Love We Deliver, Lifelong AIDS Alliance, Open Hand/Atlanta Inc and Maison Du Parc.

"Viva Glam is truly the heart and soul of MAC Cosmetics and it all started with a lipstick and focused mission to end HIV/AIDS," said John Demsey, Chairman of the MAC AIDS Fund & Executive Group President, The Estée Lauder Companies.

"This year represents 25 disruptive campaigns, led by 28 outspoken celebrity talent and US\$500 million raised, but it also marks a quarter-century of unmatched purpose and passion for our employees, artists and partners around the world. Our 100% giving model is among the first in the world and allowed us to create change at a scale we never could have imagined."

As part of the anniversary celebrations, MAC Cosmetics will honor 10 heritage grantees that have been Viva Glam grantees from the beginning with US\$25,000 each, along with three large grants as part of MAC's expanded vision to support the work of Planned Parenthood, GLAAD and Girls Inc, totaling US\$1.3 million to further their work in the areas of sexual health, LGBTQ rights and girls' development, respectively.

"Since 1984, MAC and our amazing community of artists have challenged norms, heralded diversity and pushed boundaries - the work that MAC Viva Glam has done is the global realization of that vision," said Nancy Mahon, Global Executive Director, MAC AIDS Fund & Senior Vice President, Global Corporate Citizenship and Sustainability, Estée Lauder Companies. "We now have testing and treatment needed to end AIDS - now we need to address head on the inequities and stigma that prevent women, girls, and LGBTQ communities from seeking and staying in treatment. In 2019, MAC will further that vision by evolving an expanded mission that reflects the intersectional approach needed to end the epidemic."

Every cent of the selling price of the Viva Glam II Lipstick, Viva Glam III Lipstick and the new, limited-edition 25th anniversary Viva Glam 25 Lipstick in the original Viva Glam I shade, will be donated support the health and rights of people of all ages, all races and all genders. They will be available in travel retail from May 1, 2019.