

The search is on - Maybelline pout perfectionist!

Issued by [OLC Through The Line Communications](#)

26 May 2011

Maybelline New York is on a mission to recruit and reward hot, sexy girls who love fashion, make-up and are pout perfectionists.



The strategy is simple, influence the influencer!

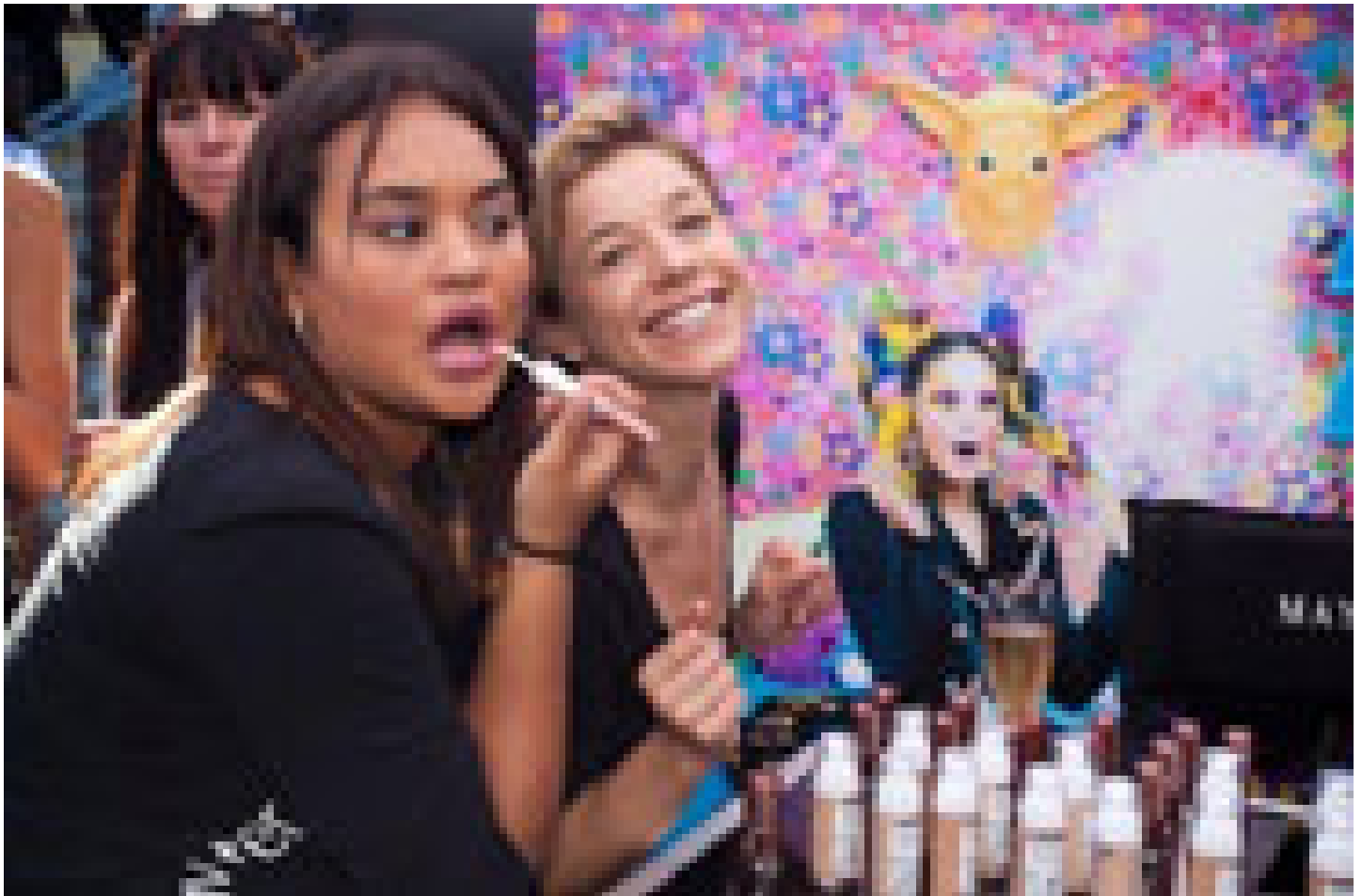
Pout Patrollers from Maybelline New York were at the Glamour stiletto race which took place in Johannesburg and Cape Town, in search for the best luscious pouts.

Make-up experts gave free make up tips, mini makeovers as well as eyebrow threading from the "Maybelline make-up box".

Top celebrities and media where invited to run for a cause as the main aim of the event was to support a charity organisation.

The best of the best pouts get uploaded on Facebook, Maybelline followers will get a chance to vote for pout perfection and of course the perfectionists will walk away with an exquisite Maybelline Hamper.

Look out for the Maybelline Pout Patrollers throughout the month of June in various hotspots around South Africa's major cities!















- " **International rugby player, Eben Etzebeth teams up with Bayer as an ambassador for Berocca in South Africa** 26 Feb 2024
- " **Bayer South East Africa welcomes Jessica Nkosi as a brand ambassador for Bepanthen Derma** 21 Feb 2024
- " **Coke Studio brings 'real magic' to the neighborhood** 7 Dec 2023
- " **Jungle surprises South Africans with new Oat Drink, taking over the streets and skies of Mzansi** 8 Nov 2023
- " **OLC's fresh faces and new client collaborations: A new era of game-changing moves** 3 Nov 2023

[OLC Through The Line Communications](#)



OLC Through The Line Communications is an award winning experiential marketing agency that aims to move businesses and brands forward.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>