

MAC Cosmetics Partners With The Keith Haring Foundation to Launch First-Ever NFT Collection

Limited-edition VIVA GLAM x Keith Haring NFTs will mint on National Youth HIV/AIDS Awareness Day to support healthy futures and equal rights for all

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In honor of National Youth HIV/AIDS Awareness Day on April 10, M·A·C Cosmetics has created its first-ever NFT collection featuring the work of the late iconic artist and activist, Keith Haring. Available from April 10 to June 1, 2022, 100% of the purchase price from primary sales of the **VIVA GLAM x Keith Haring NFT collection** will be donated to the M·A·C VIVA GLAM Fund to support youth impacted by HIV/AIDS and 2.5% of the purchase price from all secondary sales on OpenSea will go to The Keith Haring Foundation.

“VIVA GLAM is as iconic to M·A·C as our lipsticks and as our relationship with technology evolves as a society, we must also expand how we fundraise for the campaign. This will be the first-time in VIVA GLAM’s 27-year history that fans and supporters in the U.S. will be able to contribute to VIVA GLAM without buying a physical lipstick. This is an exciting moment for us and we hope that this limited-edition NFT collection will help us reach a

new audience and raise more funding for VIVA GLAM,” said André Branch, M·A·C Cosmetics General Manager, North America.

The Keith Haring Foundation is a natural partner for M·A·C to enter into the metaverse: Haring’s inimitable street pop art sprang into the epicentre of New York’s artistic subculture in the 1980s, right when M·A·C launched as the definitive rule-breaking Artistry brand. It’s their shared connection to the fight against HIV/AIDS that forms the most meaningful bond. Haring himself was diagnosed with HIV in 1987 at a time when the disease was still a source of fear and apprehension. Equal part activist and artist, instead of hiding behind his diagnosis, Haring used his art to raise awareness about the AIDS crisis and talk about his own illness, which helped destigmatize AIDS and bring impacted youth together to advocate for change.

“This is exciting in so many ways. First, it is M·A·C’s first ever dab into the metaverse and the world of NFTs and we are thrilled to anchor it to giving back to a cause so close to the heart and soul of the brand,” said Aïda Moudachirou-Rebois, Global Chief Marketing Officer, M·A·C Cosmetics. “Additionally, we are honored that the Keith Haring Foundation agreed to join forces with us to carry forward Haring’s mission of using art to drive positive change for those most in need of support and are proud that his legacy lives on through VIVA GLAM.”

The limited-edition NFT collection features three animations of M·A·C VIVA GLAM lipsticks decorated with Haring’s most famous artwork. Created in partnership with blockchain technology leader ConsenSys, each NFT is available at three different rarity levels and price points to attract a diverse and inclusive range of metaverse consumers.

- **Keith Haring Red – Rare** (\$25 each up to 5,000 pieces minted on demand): Animated illustration of red lipstick featuring Haring’s artwork.
- **Keith Haring Blue – Exclusive** (250 total pieces at \$150 each): Animated illustration of blue lipstick featuring Haring’s artwork. Rare NFTs also include a digital face chart tutorial of a Keith Haring-inspired makeup look created by a M·A·C Senior Artist.
- **Keith Haring Yellow – Icon** (25 total pieces at \$1000 each): Animated illustration of yellow lipstick featuring Haring’s artwork. Legendary NFTs also provide access to a 30-minute personalized M·A·C Artist consultation and complementary physical product.

Keith Haring and M·A·C Cosmetics are really a perfect match,” said Gil Vazquez, Director of the Keith Haring Studio. “Both the artist and the brand have long stood for equal rights and self-expression for everybody. We are happy to team up with M·A·C to continue supporting a cause he cared about so deeply.”

M·A·C VIVA GLAM was created in 1994, at the height of the AIDS epidemic, by Frank Toskan and the late Frank Angelo, the original founders of the brand, who saw the HIV/AIDS epidemic directly affecting their community. They came up with a very simple, yet powerful concept: Make a lipstick and dedicate 100% of the selling price to organizations directly serving people affected by HIV/AIDS. Thanks to this powerful mission and support from the M·A·C community, the campaign has raised over half a billion dollars for organizations all over the world helping women and girls, the LGBTQIA+ community and those affected by HIV/AIDS.

To learn more visit: <https://www.maccosmetics.com/vivaglam-nft>

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