Taraji P. Henson and Jussie Smollett Go From “Empire” to MAC Viva Glam [VIDEOS]

The cosmetics line has raised over $450 million for AIDS causes since 1994.

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Ariana recently did it. So did Miley, Gaga and Cyndi. Even Ricky Martin and k.d. lang have puckered up for MAC Cosmetics to raise money for AIDS causes. And now we meet the new faces of the Viva Glam campaign: Taraji P. Henson and Jussie Smollett, stars of the hit TV show Empire.

Created in 1994, the MAC AIDS Fund has raised over $450 million by selling its unique lipstick and lipglass specifically to help men, women and children across the globe affected by HIV/AIDS. For her moment in the MAC spotlight, Henson created a matte fuchsia with pearl lipstick and matching shimmery lipglass, each available for $17 with 100 percent of the proceeds going to the cause.

“One lipstick literally provides one rapid oral HIV test, 14 HIV tests for pregnant mothers, [or] 254 condoms to prevent HIV infection,” explains Smollett in a Teen Vogue profile on the Empire duo’s AIDS advocacy.

Watch the campaign’s cute commercial and an interview below—we love the ’90s “Shoop” vibe—and visit MAC here to order the cosmetics.

For more about the history of the Viva Glam campaign, including a glamazon gallery, visit macaidsfund.org.

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