

IMAGE

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Winter 2011/12

Model Diversity Continues To Rise

iPad Fashion First

How To Help Your
Child Model Find
Success

How To Simplify
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- NEWS
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Here's what working models say about assignments they've got through the Talent Management Group

Jake
Talent Fee: £145
Ref:Z252295

PROMO MODELLING

The modelling assignment for Talent Management, which involved promoting Aaduki insurance at a posh venue in Watford, felt good. My job involved giving out info in a pair of logo covered boxers.

Amy for Elsie aged 1
Talent Fee: £120
Ref:P236853

A SUNNY BABY

Elsie did a photoshoot advertising sunblinds for pushchairs. She had to sit in a few different pushchairs with various blinds attached to them. She was very patient and happy, and really enjoyed the experience. The photographer and organiser were very good with Elsie and made her feel very comfortable. A male model did a few photos with her and he was equally as good with her. She was very content to be with everyone.



Soni for Sharan, aged 14
Talent Fee: £565
Ref:P254860

RECOMMENDING TALENT MANAGEMENT

The modelling assignment for Talent Management was a very positive experience for my daughter Sharan. Lots of help and advice was provided in terms of what the shoot was for, drinks and facilities. The people on the photo shoot were very friendly and Sharan enjoyed it. She was a bit concerned about what the shoot would involve at first, but when the client spoke to her, she was perfectly OK. I would recommend others join Talent Management and look forward to working with the agency in the future.

David
Talent Fee: £130
Ref:A261061

BEING RECOGNISED!

I really enjoyed the modelling assignment at the Ricoh arena. I was asked to help promote Aaduki, an insurance company. I was dressed in the Aaduki branded shorts and spoke to visitors handing out promotional literature. The best thing about the assignment was the opportunity to engage with a section of the public that I have not worked with previously and the chance to meet some really interesting people. I particularly enjoyed

working with my on site contact who I found to be very helpful and fun to work with. It was also nice to be recognised on numerous occasions from my appearance on celebrity Come Dine With Me. I look forward to the next assignment from Talent Management.

Georgia
Talent Fee: £120
Ref:A522863

GOOD HOUSEKEEPING MAGAZINE MODEL

I signed up with Talent Management for some extra cash and to gain new experiences. My first modelling assignment was to do a catwalk show in Croydon modelling clothes for the Good Housekeeping magazine. At first I was excited, then, as the time drew nearer, a little nervous as had I never done anything like this before! On the day I met up with five other models all ready for the assignment. They were a great bunch of ladies and felt at ease immediately, the time flew by with a practice run which included six outfit changes and displaying the clothes on the catwalk. Then we had the show! I would definitely do something like this again, it was good fun and I also earned some extra cash. I found the assignment well organised and would recommend to others to give it a go purely for the experience of it all!

Welcome...

It may be winter, but things are definitely hotting up here in the world of Talent Management – there's always a need for people with the right look, the right skills, and clients continue to come to us every day for help in finding them.

This issue of Image aims to inspire your ambitions, help you realise your dreams of a life in front of an audience or the camera lens... and, as always, we've some sensible advice on looking good and staying healthy too.

We look forward to working with you in the coming months...



JENNIFER DENBY - Talent Management Public Relations Manager



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Model Diversity Continues To Rise

London Fashion Week is not just about exciting new looks and cutting edge designs, it is also a reflection of the fashion world's current views on diversity within the modelling industry.

Talent Management has always been a great believer in an inclusive attitude to fashion and modelling, so we always watch the catwalks and campaigns with great interest when fashion week comes around and over the last few years we have been very happy to note a trend towards the use of more diverse models within the fashion sector.

When Talent Management favourite Jourdan Dunn first took to the catwalk at Prada's Autumn/Winter 2008-2009 show in Milan she was the first black model to have been used by the label in 13 years, when Naomi Campbell had walked for the famous brand in 1997. Single mother Dunn is now a campaigner for more ethnic

diversity on the catwalk and it seems that voices like hers are being heard, as modelling jobs continue to open up for a far more diverse selection of looks. This a situation that everyone in the Talent Management offices believes to be a move in the right direction.

When Talent Management checked out the Encyclopaedia Of Model Names & Origins (Released By Modellounge & GQ) we were delighted to see so much ethnic and racial diversity caught on camera in association with this year's catwalk shows. Models from Brazil, Sudan, China, Holland, Australia and, it seems, almost every other country between, introduced themselves to viewers in this short film.

Talented designer and top model Nana Afua Antwi was scouted to walk in last year's London Fashion Week and this year she showcased her own

'Adopted Culture' designs at African Fashion Week London. When asked for her advice to aspiring models last month she told Pauline Long of The Afro News: "Whatever you do just be humble, stay positive and keep knocking until an opportunity opens; that's my advice."

The same appears to be true of plus size models. When discussing the reaction to an image of her which was featured in Glamour Magazine, vibrant plus size model Lizzie Miller told the guardian she felt "that the world is hungry to see pictures of normal women". Work flooded in for Miller after her shoot was featured and she has not looked back.

So, if you have ambitions to become a model but feel that your look may not be classic enough for the kind of work you would love, think again, it may just be worth pursuing your dream!

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iPad Fashion First

Being huge fans of Coast, Oasis, Warehouse and Karen Millen, the models at Talent Management are loving the fact that they can now buy clothes in-store using fashion's first iPad-enabled point of sale (PoS) system!



If you've ever been annoyed when you find that perfect dress, but they don't have it in your size, then you too will appreciate this new system as much as us. Supplied by BT Expedite, it allows sales associates to quickly and easily access the brands' web sites anywhere in the store, check product availability across the UK and place online orders where the right stock is not immediately available. Not only does it shorten queue times and make paying mobile, it also frees up sales assistants so that they can help us with styling advice and fashion suggestions!

Charleen Benson, Director of Store Consulting Services at BT Expedite, said: "This latest

collaborative trial with Aurora Fashions is an example of multichannel at its best. The insights we gain here will help shape the future of fashion shopping. Shoppers and retailers are now reaping the benefits that an integrated store and on-line experience delivers."

At the moment, it's being piloted in London and Oxford in eight Aurora Fashion stores for its Coast, Oasis, Warehouse and Karen Millen brands. If you live nearby, go check it out and let Talent Management know what you think!

“Real Beauty Is Good For Business,” Says Caryn Franklin

Caryn Franklin, co-founder of *All Walks Beyond the Catwalk* and former fashion editor and co-editor of *i-D Magazine*, has recently talked about real beauty being good for business in her latest Huffington Post blog.

Franklin noted that research released this month by Judge Business School reveals that when fashion imagery features a range of women in size and age, “it’s not only considerate practice, and good for female self esteem... IT’S GOOD FOR BUSINESS”.

Ben Barry, Phd Graduate of the Judge Business School, Cambridge University, has just finished his study of consumer behaviour – in which he researched 3000 women in Canada, the US, and the UK – and found that over 90% of women between 40-65 years old had “increased purchase intentions for a fashion product when the advertisement featured models reflecting their age and size”.

Barry added: “Women over 40 years old possess more overall spending power than any other age group and they spend more on women’s apparel

than younger market segments. Moreover, research demonstrates that aging does not reduce fashion interest among individuals.”

So there you have it – women over 40 do not respond to advertising aimed at young women, but instead respond strongly to fashion imagery directly aimed at them. This may seem obvious to some – so why then do some companies continue to alienate the majority of their target market by not only using young, thin models, but by also using airbrushing and post production techniques that make women feel inadequate?

Franklin commented: “In this age obsessing, wrinkle-fearing industry, where bodies more than two decades old are considered ill-suited to stalk the runways or adorn the ad campaigns or fashion editorials, a little hard nosed number crunching comes to the rescue!

“Business and corporate behaviour, long considered the enemy of creativity, will lead the change and all because the survey says ‘yes!’

Older women and of course curvier women are good for increased quarterly returns.”

While we’ve witnessed many designers and companies, such as Ultimo, New Look and Dove, use ‘real’ models of all shapes, sizes, ages and ethnicities, we at Talent Management hope that more will follow suit and Barry’s research findings will make a positive impact on the modelling scene.



Ultimo’s 7 ‘Real’ Models Chosen For New Range

Cameron Moves To Protect Child Models And Children

Concerns over the sexualisation of children in advertising – such as the *Jours Apres Lunes* campaign which featured child models posing in make up and lingerie – have led David Cameron to hold a child advertising summit this month.

A new website, run by media regulators in the UK, has now been created to allow parents to be more proactive in protecting their children from viewing inappropriate material. You can find out more by visiting www.parentport.org.uk. The website allows parents to share views and make complaints if they feel that something they saw was unsuitable for children, but Cameron has also placed emphasis on businesses taking the initiative by doing more to regulate themselves rather than simply responding to government-imposed bans.

He said: “There is a growing tide of concern up and down the country among parents who, like me, are concerned about our children being exposed to inappropriate advertising and sexual imagery and growing up too early. I welcome the progress being made, including the Parent Port website being launched today that will give parents a strong voice and a single hub to air their concerns about inappropriate products, adverts or services.

“But we must do more, so today I call on businesses and industry to go further and in the new year I will again review progress because I am determined we are really making changes that support parents and protect our children.”

Zombie Boy Models For Dermablend ‘Go Beyond The Cover’ Ad

How do you judge a book? That’s the evoking opening line to the new ‘Go Beyond The Cover’ campaign video from Dermablend Professional Coverage Cosmetics.

Featuring new face on the modelling scene Rick Genest – whose skeletal all-over-body tattoos are raising him to fame under the alias ‘Zombie Boy’ - this original and mind-blowing video is a big hit in the Talent Management offices.

Zombie Boy’s transformation has left us astonished, not just at the power of make-up, but also at the debate this ad has stirred with its powerful message.

Child Models In Toys“R”Us Toy Guide For Differently-abled Kids Win Hearts

Talent Management has been really impressed by the new Toys“R”Us Toy Guide for Differently-abled Kids®. Not only does the cover feature actress and philanthropist Eva Longoria, but also child model Elijah De La Cerda, a 5-year-old boy with Down syndrome from Fresno, CA.

Following in the footsteps of previous guide cover models, including Whoopi Goldberg, Holly Robinson Peete and Maria Shriver, Eva Longoria has strong ties and a deep passion for the special needs community. One of her sisters was born with developmental disabilities, which inspired her to establish Eva’s Heroes in 2006 – a nonprofit organization dedicated to providing opportunities for individuals with special needs to interact, play, learn and enrich their lives.

“Growing up in a tight-knit family and watching my sister face – and overcome – everyday challenges, I came to understand the critical importance of teamwork and socialization in the development of differently-abled individuals,” said Longoria.

“The Toys“R”Us Toy Guide for Differently-abled Kids helps foster inclusive play environments by featuring toys that kids with special needs can enjoy alongside siblings and friends. I’m so honoured to appear on the cover and lend my support to Toys“R”Us for this project.”

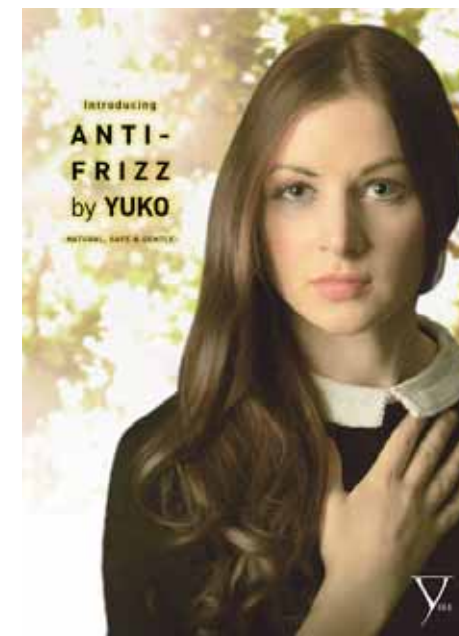
Toys“R”Us has been publishing the guide since 1994 when customers and employees were heard discussing the challenges of finding appropriate toys for special needs children. Since then it has become a trusted resource for parents of children with cognitive, physical or developmental needs.

Talent Management Model Hayley Fronts YUKO’s New Anti-Frizz Campaign

One of Talent Management’s female models Hayley, 22, has just been chosen to front YUKO’s new Anti-Frizz hair treatment campaign.

also for her well looked after hair – which has to be the secret to any great hair model!

Anti-Frizz is an innovative new Japanese hair treatment that semi-permanently smoothes away frizz, leaving hair more manageable and healthy looking. This technologically advanced formula was created by YUKO, the pioneers of thermal hair straightening, and features breakthrough ingredients including a unique blend of silk, soy and wheat, that control and improve hair texture, sealing in nutrients for a shiny finish.



Talent Management model Hayley fronts YUKO’s new anti-frizz campaign

We think Hayley and her bouncy locks have done a great job advertising this treatment and are proud to see her featured on the salon’s homepage too, at www.yuko-london.com.

Of course, this is not the first time Hayley has been selected as a hair model with Talent Management – back in 2009 the stunning brunette modelled for the Tokyo branch of Cosmic Link. Japanese hairdressers flew over from Japan to style and photograph Hayley, along with three of our other models.

Cosmic Link told us that they selected Hayley not just for her great look, but

If you’re like Hayley and take pride in your hair, then you could think about signing up as a hair model with Talent Management too – you never know, it could be you fronting YUKO’s next big hair campaign!

In the meantime, check out the Talent Management Blog for more images from the photoshoot.

And if Hayley’s campaign image has sold the Anti-Frizz treatment to you, then head on down to YUKO’s Mayfair Salon. Prices start from £150.

Children's Book About Cosmetic Surgery, Helpful Or Inappropriate?

The first ever children's picture book about cosmetic surgery 'My Beautiful Mommy' has received a mixed reaction from parents and professionals who are divided on whether or not it provides a positive message to send out to the target market of four to seven year olds. In a world where many young people already appear to be under pressure about their physical appearance and are, for example, aspiring to recreate the impossible look of airbrushed models and celebrities, this is indeed an emotive subject.



Controversial childrens book 'My Beautiful Mommy'.

The book, which is intended to guide children through the experience of a parents' cosmetic surgery, was written by cosmetic surgeon Dr Michael Salzhauer and illustrated by Victor Guiza. It tells the story of a young girl whose mother has cosmetic surgery in the form of Rhinoplasty (a nose job) and a 'mommy makeover' - which is the label that some give to a tummy tuck and breast implant combination surgery. 'My Beautiful Mommy' has received criticism for content that may be seen as inappropriate in terms of its message to young children, for example, an exclamation from the mother in the story that, following surgery, she will look, "different, my dear—prettier!"

Many children these days are expressing the desire to become a model or celebrity, and UK modelling agency Talent Management feels strongly that ambitions like this should not lead to the negative assumption that a natural look is less desirable than one which has been aided or perfected by modern day phenomenons such as airbrushing or

cosmetic surgery. Current trends are, encouragingly, reflecting this view with the use of 'real models' on the increase. However, with hundreds of thousands of mothers of young children still undergoing plastic surgery each year 'My Beautiful Mommy' would appear to have relevance for many families who, rightly or wrongly, go through the process and have to deal with the issues that it can raise. Many children of those undergoing surgery will notice associated bandages, bruising or an altered appearance and this is likely to be unnerving for them, even if their parent is happy with the final result. So, could a book that confronts these issues provide a positive way to help children of cosmetic surgery patients deal with their feelings?

Elizabeth Berger is quoted in The Daily Beast as saying: "If the mother is determined to pursue cosmetic surgery, I think it's terribly important to discuss it with the child."

But she later adds: "Some mothers may realize that the total burden of the child's anxiety might be a side effect of the procedure they hadn't quite thought through and that might inspire them to postpone it until the child is older."

Salzhauer counters this argument with the comment: "There's a good percentage of your readers who are dead set against plastic surgery, who see it as a sign of the decadence of Western civilization, but when done by a properly trained board-certified plastic surgeon, it really does help make lives better."

We would love to hear your opinions on whether you think a book like 'My Beautiful Mommy' is a helpful necessity in today's world or a sad reflection and side effect of modern society that should be avoided at all costs. What do you think? Helpful or inappropriate?

Modelling Industry Embraces Grey Hair

We at Talent Management have talked about age diversity in the modelling industry before - and while there does seem to be a positive improvement on this front, we still feel there is room for more range age wise.



That's why we're happy to see that a number of new fashion campaigns, including those from Marks & Spencer, Nivea and Clarks, feature mature models in their 40s and 50s rocking naturally grey hair.

Caryn Franklin, co-founder of All Walks Beyond the Catwalk, recently commented on how age is represented in advertising: "Our culture is fearful of ageing, and especially ageing women. I say, 'Stop apologising for getting older. Embrace it.' I have deliberately chosen women with grey hair for the award-winning initiative co-founded, All Walks Beyond the Catwalk. Two of our models have naturally grey/white hair and women love them."

"I want young women to see that beauty ages beautifully and there is no need to feel that getting older is something that has to be medicated, managed with surgery or be obsessed about," she added.

With all the current coverage on size diversity, it's easy to forget that issues surrounding age also have an impact.

So we think it's great to see that the modelling industry is beginning to take the appreciation of all ages seriously, as well as differing sizes, shapes and ethnicities.

Child Models Enjoy Photoshoot For ADHD Campaign

Advertising agency Tap Creative recently came to Talent Management looking for two 'real' looking child models aged 8-12 to front an ADHD medication campaign for Flynn Pharma - a company that aims to re-energise tried and trusted branded pharmaceutical products.

9 year old Alex and 11 year old Gemma fit the company's requirements perfectly and the pair were booked into a 2-day photoshoot in Cambridge. On the shoot days, the models were required to pose in a variety of everyday situations in order to highlight the medication's benefits.

Alex, who was paid a modelling fee of £510, told us how the day went: "I loved the modelling assignment with Talent Management! Everyone was so nice. It felt great; I was a star for the day! Everyone fussed over

me, which I liked a lot! I really, really enjoyed my 2 days."

Gemma also earned a substantial fee of £500 for her modelling efforts. Gemma's mother, Ronni, told us how much her daughter enjoyed the shoot: "The assignment with Talent Management was very relaxed and professionally conducted. The client and photographer were very helpful and Gemma was very relaxed and loved the two days."



Talent Management models Alex & Gemma feature in Flynn Pharma's ADHD medication campaign

Mature Model Valerie Bucked the Season's Trends at 67!

67 year old mature model Valerie Pain has most definitely bucked the so called ageism trend in the modelling industry by recently featuring in a commercial show at Pavillions Birmingham.

Modelling a shorter length black, white and red dress, with a fitted red jacket, from this season at HOBBS, we at Talent Management found Valerie's modelling efforts highly inspirational, showing us all that no matter what your age, you can still rock this season's trends!

It's clear we're not the only ones loving this shift towards age diversity in the modelling industry, as the mature model has found herself in big demand. Valerie, who began her modelling career back in the 1960s, has even featured in the well known All Walks Beyond The Catwalk campaigns, which aims to prove how different aged, shaped and sized women can be positive role models.

And now that new research from Ben Barry, which shows that women over 40 do not respond to advertising aimed at young women, but instead respond strongly to fashion imagery aimed directly at them, Talent Management thinks we'll be seeing a lot more of models like Valerie in the future.

In fact, Caryn Franklin has even revealed on her 'How To Look Good' blog that she's been working with Debenhams to create more imagery of older women - so keep a look out for those inspiring mature models in the coming months!

Top Models Donate A Day's Salary To Charity

At Paris Fashion Week, Danish model Freja Beha Erichsen and American model Arizona Muse decided to donate a day's salary to Doctors Without Borders - an international medical humanitarian organisation working in nearly 70 countries to assist people whose survival is threatened by violence, neglect, or catastrophe.

Backstage at the Balmain show, the young models put a short video together with ModTV in an attempt to help raise funds and awareness for the charity.

"On October 4th there's a bunch of shows here in Paris," Freja said, "so as models what we can do right now is just go to work and donate whatever we make on those shows that day to Doctors Without Borders and hopefully inspire other people to participate and be a part of it."

The models are also urging the whole fashion industry, as well as those outside it, to follow suit. So Talent Management encourages you to head on over to DoctorWithoutBorders.org now to donate a day's salary or what ever you can afford.

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Child Models Improve The Effectiveness Of Advertising

It's official, when companies feature teen models, child models, toddler models or baby models it vastly improves the effectiveness of their advertising campaigns.

Nielsen IAG data shared on the 'Marketing Week' website earlier this month indicates that by using child models of all ages in advertising, companies can improve both the likeability and recall of their campaigns.

This trend was highlighted in the 'Viewpoints' article by figures that relate to the supermarket chain Morrisons. The Morrisons advertising campaign example – which involves advertisements featuring child models discussing Morrisons products with farmers, butchers and fishermen – has, according to the figures shown, been one of the most effective advert to appear on our screens in recent months.

Incredibly, studies relating specifically to the Morrisons advertisement suggest that it is remembered on average 75% more than others to have appeared on television during August. Equally noteworthy is the fact that figures relating to the viewers' recall of the brand in association with this advertisement is even higher, at an incredible 143%. This means that consumers appear to remember not only the advertisement itself, but also the brand advertised, at a far higher than average level.

Marketing Week explains to readers that the Nielsen IAG data studied clearly shows supermarket advertisements

featuring child models to be far more successful than those that do not. The article states: "Of the 6,000 TV ads tracked in 2010, the 1,200 that feature children are remembered 9% more and liked 14% more than ads without children. This uplift is even higher for ads featuring teenagers – they are 13% more remembered and 21% more liked than ads without kids."

It goes on: "Morrisons isn't the only supermarket advertiser to have success featuring children. All supermarkets see some form of uplift when their ads feature children; on average, recall of the advertiser increases by 38% and likeability increases by 64%."

This comes as no surprise to leading UK modelling agency Talent Management. We have been following many advertising campaigns that feature child models over the past few months and have noted their rising popularity with consumers. As a result of this trend more parents are considering the benefits of putting their baby, toddler, child or teen forward to become a model and we continue to receive requests for baby, toddler, child and teen models from clients who wish to select them for modelling jobs. Clients seem to be recognising the benefits of featuring younger models in their campaigns and Talent Management is proud to be able to deliver the right looks for success.



How To Help Your Child Model Find Success

Modelling isn't just for grown ups. Many potential child models will be missed by modelling agencies as parents find themselves unsure about where to begin, how to decide whether or not modelling would suit their child, and who to trust within the industry to represent them should they feel it's something that they would like to explore.

Talent Management has worked with child models for over 20 years and is used to offering advice to parents who would like to give their offspring the best chance of finding this type of work. Here are our top tips on how to help your child find success.

Research. Spend some time thinking about who you would like to represent your child and be aware that 'showcase agencies' will not actively find you work. If you are offered representation always check that the agency is regulated by the Department for Business, Innovation and Skills (BIS), and that its terms and conditions comply with the legislation that governs employment agencies. Officials from BIS carry out regular inspections on modelling agencies, examining both their activities and their offices and sticking with regulated agencies will protect you from scams. There is a wealth of information on the world wide web for those who wish to find out more, so get informed and this will help you to make the right choices.

Develop talents. While modelling is a competitive business at any age it can also be extremely rewarding for those who successfully gain modelling assignments. If you feel that your child will enjoy them, additional

hobbies, such as dancing or singing classes, could work in their favour and raise the chances of them gaining work. Often, such past times will also naturally increase self confidence as a positive side effect, regardless of the level of success that they go on to find as a model. Never force your child to take up additional activities but if you feel that you have found one that they really enjoy this could be really good for them. If your child enjoys being the centre of attention or is a natural performer, consider appropriate hobbies which could help them to build on their talents and a healthy self image in a way that is enjoyable and encourages social interaction; shown to be of benefit to your child.

Be flexible. If you are keen to get your child involved in modelling it will help to be open to a variety of work. TFP (trade for print) work, for instance, can be a good way to begin. It will give you a chance to see whether or not your child really enjoys modelling and will often result in some fantastic images either way. The experience of TFP work offers an opportunity to increase your child's confidence and may well lead to further modelling jobs. Most importantly it will help you to decide whether or not modelling suits your child.

Be proactive. As the parent of an aspiring model you will need to be proactive on their behalf. After accepting any offer of representation be sure to keep any online profiles up to date with current images and a brief biography where possible. Collect references from any work taken and build on your child's portfolio over time.

Beautifully simple...

If your bathroom cabinet is full of beauty products, your make up bag won't close or your luggage is weighed down with toiletries, then read on as Sally Mittuch, founder of Natural Spa Supplies Ltd, draws on her background in archaeology to reveal how few personal care products you actually need...



As ever more highly specialised beauty products appear on the market, laden with yet more chemicals, our personal care routines become increasingly complex, expensive and even risky! So how can you reduce packaging and clutter, get chemical free, save money, simplify your routines and still have top quality skin and hair? Here are some ideas to get started.

Rhassoul Clay Use rhassoul for washing the hair, face and body. It replaces shampoo, conditioner, soap, shower gel and facial cleaners. Washing with clay is exfoliating and it reduces reliance on moisturising. Clay can replace 7 products! Clay is used by hairy mammals in the wild to clean, deodorise and condition the skin and hair and even for humans, there is something deeply pleasurable about washing in clay. As the skin supposedly releases 25% of our toxins, a key benefit of

using clay is that it is powerfully detoxifying! In this series you will learn how to observe clay detoxifying the skin.

Argan Oil. Even if the rest of the skin doesn't need moisturising, the face, neck and hands do need protection from the elements and from aging. One drop of argan oil removes eye makeup, and a few drops replaces moisturiser for the face, neck and hands. Argan oil is rapidly and fully absorbed, leaving nails strengthened and the skin youthful looking and luminous, protected with a natural SPF. It is also used as a rub in hair conditioner. Being so high in antioxidants, argan oil is a perfect anti-aging oil. One oil, five uses!

Natural Deodorants. Commercial deodorants of ammonium alum are not particularly effective. They can be replaced with natural, volcanically formed, potassium

alum crystal. Volcanic alum is highly effective and less likely to provoke rashes. The alum kills microbes on the skin. No microbes, no odour. It can be rubbed on insect bites for relief and it is also the original shaver's styptic for sealing shaving cuts and reducing shaving rashes. Volcanic alum replaces three products.

Exfoliating & Shaving Soap. Very few shaving products resemble the original exfoliating and shaving soap, a gel-like soap made originally by combining plant oil with lye over a camp fire. This soap gives the closest of shaves and even the razors stay sharper for longer. This soap is also used for a weekly exfoliation – the feet with pumice and the body with an exfoliating glove. In fact, there are hundreds of uses for 'campfire' soap.

These fully natural resources can be used by the whole family and everything is friendly to sensitive and trouble-prone skins. In the meantime you will find information and products on www.naturalspasupplies.co.uk. Please call 01603 474516 if you have questions, would like advice or would like to order over the phone.

Sally Mittuch BA (Hons) PGCE RM ANM draws on archaeology and anthropology to research, source and supply prehistoric, low-tech and green washing and cleaning resources such as clay, alum and soapnuts. Sally also teaches courses to holistic practitioners on clay treatments for humans and animals.

Recent client requests for models

Here are examples of recent client requests received by Talent Management National Assignments Department. We search our database of models from all over the country and propose to clients those which match their requirements. Our Coordinators call the models selected, offer them the assignment together with a fee... then the assignment takes place!

Looking for 2 models, aged between 18-30, models must be slim with short hair & good bone structure. Assignment to take place in Torquay, Devon.
Budget £500.

1 mature female model, aged 50+ for a shopping channel promotion. Model will have their hair styled on screen, the hair will be styled with clip in hair extensions.
Budget £50-£100

2 models (one male and one female) aged 30-40 years for a photographic shoot promoting refurbished kitchens and bathrooms. Homely looking man and woman.
Budget £300 per model.

Company is producing a competition spot and a series of sponsorship idents for a major broadcaster to be shot in Birmingham and we are looking for a young looking 7 year old boy to act in it. (non speaking part.) The casting requirements are: Inspirational, cute, fashionable (but no adult clothing) tidy and enthusiastic.
Budget £900

Looking for a couple to pose as a bride and groom, ideally who have their own dress/morning suit. It is for a training course.
Budget £300

Male model aged 18-30 yrs for a 1hr photo shoot in Cambridge city centre. Model will be dressed in a suit sitting on a bench. Models head won't be visible.
Budget £100

10 female and 10 male models aged approx 18-30 years who are able to take some acting direction. Models are to be good looking, 'next door types' not catwalk models. Client shooting Lynx online ad/viral. Shooting to take place in London.
Budget £100-£150 per model

Looking for one female model in her 50s for a promotional video for furniture. The model will be required to 'act out' using the products (no speaking). Models any ethnicity, pref with nice hands and feet, may be bare foot in some footage.
Budget £200

4 male models aged 25-35 years required for a male grooming shoot at location house in Clifton, Bristol. Models must have a good body and have a good wardrobe to bring (suit, casual, dressing gown etc).
Budget £100 per model

2 x females (white, Caucasian): 1) early thirties (feasibly could be a mother to an 8-11 year old girl); and 2) 35-45 No great dancing skills needed, but should be able to grasp basic dance moves which feature in a computer dance game. Relatively fit and healthy, cheery and friendly looking. Brunettes preferable, but not a requirement.
Budget £100 per person per day.

Looking for Zara Philips and Mike Tindall look-a-like for a spoof video. Mike approx 6ft with big build and Zara approx 5ft6 blonde and slim.
Budget £250

2-3 models, 5'8+, for music fellowship award at ExCel centre. Two models need to have or be willing to have bobbed hair. Hoping to do a funky/edgy cut and possibly add in a panel of colour or temp spray colour. Would like them to have a fringe or add a fringe. Looking for one long haired model, just trim and a natural colour put in, hair will be put up. Models would be required to visit salon for a chat and then if they like them book them in. They would need to attend the salon for the cut and colour prior to the show.
Budget £500 per model

Online enquiry looking for one female model aged 18-21 years for a beauty photo shoot (close up- head and shoulders). Pref with good hands. Images to be used on a photographic Library. Any ethnicity and height.
Budget £100-£300

4 male models aged 45-50. This is an example of a working class male who would go to the pub with his friends. Internal photo shoot in a pub and in street as part of a pitch for a client.
Budget £500-£1000

Maybe you know someone interested in talking to us?

Part time modelling, acting, singing can be fun and rewarding...



Madonna, Talent Fee: £128

The client appreciated my looks and made me feel positive about the modelling experience for Models Direct. I was asked to partake in 3D scanning to be used in a gaming product. The assignment was interesting as it did not involve traditional photography: it was a great learning experience!



Katy for Max aged 1, Talent Fee: £1,620

We never expected that Max would be chosen as the "hero" baby for the Pampers campaign. We were delighted and so proud of him. It has been a lovely experience and we look forward to embarrassing him with the story when he is older.



Jake, Talent Fee: £140

It felt great to be a model for the day. It was a really enjoyable promotional day. The best thing about the modelling assignment was seeing my picture on all the promotional magazines and advertising from the previous photo shoot.

...we are always looking for men, women and children of all ages to appear in advertisements, films, shows, catalogues, commercials, walk-ons, extras

- what do Talent Management offer?
- why are they different?
- what sort of work will you do?
- are they real people or just a web site?

- how much money will you earn?
- will you have time?
- how does it work?
- will it cost anything?
- can I apply?

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