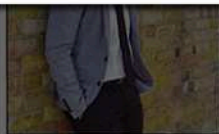




**Autumn/Winter trends**  
**Male grooming special**



port  
 y-based Clay & Spa has forces with gious local football team the Oxshott Royals. Clay's co-owner, James Davis, has always had an interest in football having once been a Chelsea academy player himself and gaining his football coaching qualifications - so this local charity seemed like a natural fit. "The club is run solely on volunteers and relies on sponsors to keep it afloat. It's great for kids to have an interest in sport and the club's ethos is to encourage strong attitudes within young people towards being the best they can be," he said. Clay's clients include sporting legends Jamie Redknapp, John Terry and Freddy Flintoff - all of whom have children who play for the Oxshott Royals. "So many of my clients have children at the club I thought it was a great local cause to support. It's a lot of fun and great to have an escape from the salon and support the young talent coming through," said James.

## Luxury launch

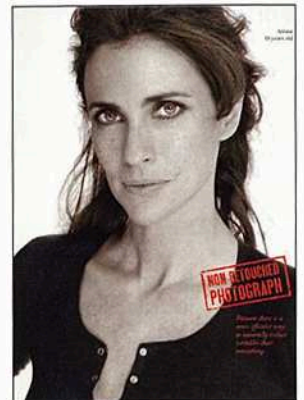


Ashdown Park Hotel and Country Club has unveiled its new spa concept, Revitalise, launching exclusive treatments from Kerstin Florian and men's only brand VitaMan. It is the first UK spa hotel to use VitaMan and the only to offer the Kerstin Florian specialist anti-ageing K-Lift Ultimate Lifting Facial. In addition to six treatment rooms offering manicures to full mother-to-be rituals, guests can enjoy an indoor heated swimming pool, sauna and hammam, as well as healthy and light menu options at the Fairway Restaurant, with no need to leave the comfort of their robes.

# NEWS

## True beauty

LPG Endermologie has just launched an advertising campaign in France using a 'real' woman and have not retouched the images for the advertisements. The brand's principle is the idea of natural, responsible and intelligent beauty so to reinforce this dual message, two bold decisions were made: first, in choosing a realistic model, a 39 year old mother of two for their latest campaign, and secondly, to reject the use of digital enhancement of the images in post-production. Christian Gagnière, LPG Systems Marketing Director outlines the reasons they embarked on this ground breaking campaign: "We first conducted a survey with four focus groups organised in four major



French cities with about forty people ranging from 20 to 75 years of age. We asked them about their views on beauty and it emerged from these discussions that women now identify with the notion of natural beauty. We retained some very emotive words, for example truth, lies, beauty, authentic, natural, well-being - which we used for our campaign slogan "True beauty does not lie". On this basis, we decided to conduct a campaign with real, un-retouched photos. We therefore chose a 39 year old professional model who is a mother of two children and before the photo shoot, she had eight Cellu M6 sessions."

## Glittering gathering



Actress and presenter Sally Farniole and her 19 year old daughter Profile model Jade were presented as the new Faces of Cetuem's Mother & Daughter SCR Gold skincare range, during a glitzy champagne reception at The Millenium Hotel Mayfair. Gossard model Sophie Anderton, another fan of the beauty range, came to lend her support, as did Amy Carrier; the current Miss GB, Hollyoaks actress

Annie Cooper, EastEnders' Carol Harrison and Ali Bastian of Strictly Come Dancing fame.

"I have always felt very passionate about my skincare range," says Cetuem boss Andria Vassiliou who attended the event with her cosmetic chemist husband John, the brain behind the formula, and their four sons all involved in the family business. "It responds to the needs of the skin at the different stages of life and suitable for men and women. The products have a rejuvenating effect on mature skin while ensuring that young skin remains fresh and plump for many years, as well as protecting it from teenage spots."