

THE WORLD'S NO.1  
MODEL AGENCY

elite®

MODELS FASHION

STYLED IN PARIS

**Elite Model Competition- the newest World-class models, the latest hair and beauty looks**



**Elite Modelling Agency** is the Number 1 Modeling Agency Worldwide. With more than 800 models on their books spanning across 5 continents, they are continually striving to find **the best talent in the world**. One way they do this is by hosting the Annual Elite Model Look World Competition.

2008 was another successful year for the **Elite Model Look World Competition**- the same competition that launched Supermodels Cindy Crawford, Karen Mulder and Gisele Bundchen- **held in Prague, Czech Republic** and attracting **more than 350,000 participants!!**

There could only be one winner however, and **Jennifer Messelier from France** came away with the coveted prize (pictured in above photo collecting her bouquet and on the left in the right photo). Two runner ups, **Ymre Stiekema** from Holland and **Hana Jurickova** from Czech Republic were also named.



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This competition highlighted the **up-and-coming look for this season:**

**Long, sleek, beautiful tresses that were mostly straightened or with a soft curl towards the ends.**

All models were styled with beautiful Elite products, producing **high shine and loads of natural looking volume.**

The **Elite Straightening Brush** can help you achieve these looks with a hair dryer for the sleek, straight locks. The ceramic layers with vented plates distribute heat uniformly avoiding any thermal shock, while the bristles glide through effortlessly.

**RRP: \$19.95**



**The round brush with 100% Boar** bristles, renowned for their strength and resilience, helps maintain hair condition. The bristles **stimulate the scalp** by distributing oils, creating a healthy look with a **natural shine**. Work the ends of the hair over this for a soft curl, while directing the hairdryer over the brush at the roots creates volume.

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The Elite Hair and Beauty range also includes **a wide range of hair and beauty accessories** designed to match any hair type or look. From beautiful **hair elastics and slides to ornate yet functional clips and barrettes**, Elite Hair and Beauty is the epitome of quality and style.

Elite hair brushes and hair accessories are available at Target , selected Kmart stores and selected pharmacies. For stockists, please call 1-800-181-040.

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#### **About Elite and The Heat Group**

Elite Model Looks places the dream of a 'model's way of life' within every woman's reach. Offering high quality, model styled beauty, Elite's hair, nail and beauty accessories target the fashion forward market. Parisian styled accessories, packaged in trade mark black and white packaging, provide consumers an affordable opportunity to look and feel like a model.

The Heat Group distributes leading cosmetic brands, Max Factor, Covergirl, Bourjois, Red Earth, Ulta3 and Elite and is recognised as one of Australia's most successful emerging companies. Founded in 2000, Heat prides itself on its unique company culture and sums this up in four words given to it by the Heat team: creative, dynamic, passionate, smart. For more information on the Heat Group visit [www.heatgroup.com.au](http://www.heatgroup.com.au)

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...get hotter with heat