

SIX UP AND COMING SHINING STARS DISCOVERED

**AT THE PANTENE PRO-V SPIRIT OF BEAUTY CONTEST IN ASSOCIATION WITH GMTV AND PREMIER
MODEL MANAGEMENT**

After a nationwide search, The Pantene Pro-V Spirit of Beauty Contest - in association with GMTV and Premier Model Management, supported by Boots discovered six girls whose shining star quality stood out, to go forward to the final stage of the contest!

The panel of expert judges including hairdresser Paul Merritt, former manager of Ch4's The Salon, TV and Fashion Expert Caryn Franklin, GMTV's life coach Dawn Breslin, and model scout Myra Gonzalez from Premier Model Management had the difficult task of selecting the six girls from a shortlist of 5000 entrants, when on tour around Glasgow, Leeds and London.

The six stars in the making:

Jax Davies, age 40 from Guildford, Surrey

Vickie Selvey, age 23 from Kennington, London

Rose Chukukere, age 23 from Brinsworth, Rotherham

Olivia Midgley, age 19 from Gomersal, Clechaeaton

Nicola Mahoney, age 22 from Blackburn, Lancs

Katie Houlbrook, age 22 from North Yorkshire

All the finalists get to live out every girl's dream, experiencing a once in a lifetime opportunity to be preened and polished by a team of experts during October. Paul Merritt will create new hairstyles for the girls, Ciona Johnson, make-up artist to the stars, will share her beauty tips, GMTV's stylists Mark Heyes, will update each of the girl's wardrobes and Dawn Breslin one of the UK's leading life coaches, will give confidence and wellbeing training. If that wasn't enough the finalists will also all receive professional coaching in modelling and TV presenting.

The nation will be able to watch the progress of all the girl's transformations on GMTV'S LK Today each week and will get the opportunity to vote from the 18th October - 29th October via the GMTV, Pantene Pro-V and Heart Fm Websites*, for the girl they believe deserves the Spirit of Beauty accolade and

the ultimate prize - the leading role in the next Pantene Pro-V TV commercial, a chance to present with Lorraine Kelly on GMTV's LK Today *and* the possibility of a contract with leading agency Premier!

On the 1st November the six girls will get the chance to shine and show off their transformations on the catwalk at the grand final in London, hosted by the actress Amanda Holden. The panel of judges along with the nation's votes will determine who will be crowned the winner of the PPV Spirit of Beauty Contest.

Notes:

- Pantene Pro-V, the UK's leading haircare brand, received an overwhelming response for their nation-wide search (launched on the 12th July) for The Pantene Pro-V Spirit of Beauty Contest. Over 5000 women applied for this very unique model search, which celebrates individual beauty, with only 420 girls making it through to the second stage of face to face judging
- The dates of the Regional judging days were:
 - 22nd September – Glasgow
 - 23rd September – Leeds
 - 25th September - London
- The transformation period took place between 1st - 18th October
- * To vote visit:
 - www.gm.tv
 - www.pantene.co.uk
 - www.heartfm.co.uk

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