

fresh face

BRISBANE-BASED ORADESS IS LOOKING FOR THE INAUGURAL FACE OF ORADESS. READ ON TO FIND OUT HOW TO PUT YOURSELF IN THE PICTURE...

WITH AN EMPHASIS on natural female beauty, managing director and head makeup artist Julia Dickenson began Oradess Make-up Innovations to create a nurturing environment for women to have fun with makeup by empowering them through educational workshops.

With over 18 years' industry experience, Julia has created a capsule cosmetic collection of eye and lip colours in wearable colours sourced from Italy, Germany and the US. "For me, it's about connecting with women and having fun with makeup," she says.

In the search for the Face of Oradess 2010, Julia is looking for one woman who embodies the meaning of emanating beauty – a woman with timeless style, authentic beauty and confidence – to represent the brand. Brisbane and Gold Coast women aged 18 to 50 are invited to enter for the opportunity of becoming the inaugural Face of Oradess. The winner will receive an Oradess Make-up Innovations product package (valued at \$614) and a photoshoot with FW Photography (valued



Oradess director Julia Dickenson puts the finishing touches on *Style* covergirl Pip Sheehan

at \$750) including prints, hair, makeup and styling by Oradess, plus the opportunity to represent Oradess in two additional photoshoots in 2010.

"The Face of Oradess should be a female that women can feel a connection to and identify with," Julia explains. "She should embody a warmth and represent the Oradess philosophy of inner and outer beauty."

Julia adds that the search for the Face of Oradess is not a classic modelling competition. "Women are looking for real role models that they can aspire to."

If you think you embody these values, enter the Face of Oradess 2010 search by emailing a head and shoulders photograph of yourself to face@oradess.com along with a 100-word summary of what beauty means to you. The competition closes on November 30, 2009. The winner will be announced in the January issue of *Style*.

PHOTOGRAPHY: FW PHOTOGRAPHY

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