

Beat: Lifestyle

Aphrodite Cosmetics and Swinson a Mineral Combination

Byron Bay Mother appointed Brand Model

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USPA NEWS - Gold Coast Mother of two appointed face of Aphrodite Cosmetics. Emma Swinson 40 now joins the list of sought after celebrities cashing in on the perfect demographics and market target for this age group of models. Models are being sourced by brand labels all over the world targeting this age group.

Models in higher demand since reaching this age group include Christy Brinkley 59, Cindy Crawford 47, Stephanie Seymour 44, Pamela Anderson 45 and Revlon Spokeswoman Halle Berry 46.

Swinson has achieved pageant titles such as Mrs Congeniality Australia 2015, Mrs Galaxy Byron Bay 2015 and National Finalist in the 2016 Galaxy Australia Quest to be held at the Gold Coast next week. Swinson has also acted in "East of Everywhere", "Wolf Creek" and featured in many corporate tourism and lifestyle TVC's. Swinson originally from the laid back country town of Mullumbimby grew up in the rain forests of the hinterland regions appreciating life with mother nature and respecting natural alternative medicines.

Swinson now lives in Byron Bay enjoying her peaceful lifestyle away from the hustle and bustle of "The Big Smoke". When asked to be the new face (Brand Model 2016) of Global makeup company Aphrodite Cosmetics, Swinson said , " she felt blessed to have that acknowledgement as a tribute to her healthy living and lifestyle. Being a qualified cosmetician I have developed my personal skills over the last decade using natural products and was delighted at the opportunity to work with Aphrodite Cosmetics who produce only natural mineral products." Aphrodite Cosmetics is a unique line of cosmetics, utilizing natural minerals and ingredients to create quality cosmetics by using minerals rather than chemicals or dyes Aphrodite Cosmetics provide brilliant make up that is longer lasting and of better quality than nearly any other competitor.

Owner of Aphrodite Cosmetics Sarah Baruch said , " Swinson was selected from a short list of over thirty women who met the demographics of what we are looking for in a "Brand Model" - "Brand Representative" . Swinson has modelled for many photographers building her dynamic portfolio and her raw natural unedited images caught our eyes as many submissions were extremely edited , many beyond recognition."

Swinson will now be seen all over Australia in the coming months on huge posters at trade events such as the Brisbane Ekka, Sydney Show, Melbourne Royal Show, Perth Royal Show and even seen at the Rockhampton Beef Week Pavilion. She will be printed on packaging and a permanent display of her beautiful completion will be on display at Aphrodite Cosmetics at the Pacific Fair Shopping Centre at the Gold Coast.

When asked how she felt this would change her modelling career , Swinson replied, " It has already started with photographers and makeup artists all over social media contacting me to try use my "Branding" with Aphrodite Cosmetics to boost their business reputation. I'm so glad I can now tell people if they want to photograph me to promote their company they can contact Mint Management Australia who would be more than happy to ensure I'm paid and there are no conflicts of interest."

Audrey Hepburn once said , " The beauty of a woman is not in a facial mode but the true beauty in a woman is reflected in her soul. It is the caring that she lovingly gives the passion that she shows. The beauty of a woman grows with the passing years."...but Heather Locklear also said , "You can't keep changing men, so you settle for changing your lipstick."... Working with this amazing woman on Fashion Shoots for two weeks gave me an insight into why Aphrodite made their selection and they made an amazing choice of 'Brand Model' , we look forward to seeing her face all over the worldNamaste

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