

Beauty has no age limit

Following the popularity of its 40+ Model Search, *Femina* magazine, in association with L'Oreal Paris, has introduced two new categories - for women who are 50+ and 60+ for its 2010 competition.

"We decided to increase the number of categories because there was a demand from women over 50 who had a lot to offer but who were struggling to compete with those in their 40s," said editor Glynis O'Hara.

In its third year, the competition's popularity and following is claimed to have grown tremendously, which is reflected in the success of the 2009 winner, Felicia Vili (now 42). Since winning the competition in February this year, she has gone on to become a model in her own right, appearing in the Woolworths Classic Collection Summer Campaign for 2009 and the Woolworths winter mailer.

Shortage of 40+models prompts search

"One of the more practical reasons for starting the 40+ Model Search in 2007 was because of the shortage of 40+ models," says O'Hara. "As a title, we aim to reaffirm women over the age of 40 and to challenge the idea that beauty only belongs to the young. Finding real women to help us undermine these stereotypes is a pleasure."

Entry forms are available in the September, October and November issues of *Femina* and the closing date is 30 October 2009.

With the addition of the two new categories the magazine's team hopes that the competition will also unearth gorgeous South African women who are facing their 50s and 60s with confidence and a love of life; women who like to keep healthy, fit and look good; women who are ageing with grace.