

Edinburgh model shortlisted to become new face of Colgate

Edinburgh's Bethany Brown, aged 16, has been shortlisted in the top 10 in a Elite Model Look competition to become the face of Colgate's new advertising campaign. Bethany was chosen as a top 10 contestant from over 4,000 entrants.

Colgate has teamed up with the Elite Model Look 2014 UK competition to search the nation for the next top supermodel talent to mark the launch of their newest innovation in whitening toothpaste, Colgate Max White One Optic, which is clinically proven to instantly whiten teeth. Model scouts toured the UK and the Republic of Ireland where girls aged 18-24 attended castings for the chance to become the new Face of Colgate.

Throughout the competition, Oliver Proudlock, fashion designer and star of Made in Chelsea, has been on-hand to mentor the girls, helping them to understand the pressures, requirements of the industry and life in the spotlight. Oliver has accompanied them on their journey through the process, bringing his experience and support to help guide them to ultimately becoming international supermodels.



Bethany Brown

Bethany, along with the other top ten finalists, will now attend the boot camp stage of the competition. Taking place in London between 11th and 15th August, they will receive model coaching from leading industry experts including advice on how to succeed at castings, nutrition classes, mentoring on how to achieve the perfect photo shoot and catwalk training to prepare them for the final on the 4th of September.

Bethany commented: "I can't stop smiling – I am so excited to be in the final! I have never had such a huge opportunity before."

If Bethany is crowned as the new Face of Colgate, she will be awarded a contract to appear in Colgate's new advertising campaign, featuring in glossy magazines across the UK. The winner will be announced at the final of the Elite Model Look competition which will take place at the Porchester Hall, London, on 4th September 2014.