

# Model shows way to look and feel great

SOUTH Perth model Shelley Johnston is going national with her organic skin care range Miss Shelley this year, but her main concern is raising women's self confidence.

With names such as Cougar Creme, Pucker Up, Stone the Crows and Anti-Hail Damage she encourages people to have fun with her products saying she used "Australian slang often used by men" to name her all-natural Perth-made range.

The mother of one, who grew up in WA, has worked for more than 20 years as an international model.

Ms Johnston said when she neared 30 she felt extra pressure to keep her skin looking young and fresh.

"It's like an artist working on a canvas - if you want it to last you've got to look after it," she said.

In her early 30s, Ms Johnston developed melasma - a skin condition that affects the melanin pigments in the skin.

"It looked like a bit of dirt that wouldn't come off," she said.

After trying expensive laser treatments and countless creams, Ms Johnston discovered that nothing on the market catered to people with skin conditions, especially melasma, which affects about 200,000 people in Australia.

Ms Johnston worked with pharmacist Gerard Basili to



Shelley Johnston with her line of cosmetic products. d372373

create a range of organic skin care for women with skin conditions such as melasma, chloasma, vitiligo and cellulite, but has products that can be used by all.

She said Miss Shelley helped restore her self-esteem and she became passionate about helping others to feel their best at whatever age and life stage.

Ms Johnston mentored a grooming, deportment and personal profile program for teenage girls to boost confidence and learn skills for dates and job interviews.

She is developing a Feel Good - Look Good program mentoring women with low self-esteem.

"Many people see being a single mum as a handicap and I want to develop this program to make them and all women feel good about themselves," she said.

Ms Johnston is putting together a team of fashion stylists, make-up artists and well-being consultants to present a forum for women about the importance of feeling good and maintaining high self-esteem.

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