



### **Vervegirl Searches for Canada's Next Fresh Face**

*By Youth Culture*

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"It's important to us to showcase the diversity within Canada," says Kaaren Whitney-Vernon, President of Youth Culture Inc., Vervegirl's parent company. "In today's pop culture, you rarely see the portrayal of Canadian multiculturalism. That is why we are searching for young women who highlight Canada's diverse beauty."

The Fresh Face Model Search launched December 5th at [vervegirl.com](http://vervegirl.com). To enter, young women between the ages of 13 and 24 will upload a headshot and a full-length picture for a chance to win.

"At Bioré, we believe clean pores and skin are the foundation to a beautiful complexion and to getting the beautiful skin you've always wanted," said Wendy Montgomery, Bioré Brand Manager, Kao Brands Canada Inc. "Bioré's expertise in helping women put their best face forward through targeted skin care makes being a part of the Fresh Face Model Search a natural fit."

There will be one winner chosen to represent each of Canada's five regions: East Coast, Quebec, Ontario, Prairies and West Coast. All five of the girls selected will be featured in the Summer 2009 issue of Vervegirl magazine. Two grand prize winners will be chosen to receive a modeling contract with Elite Model Management or the opportunity to appear in the next Powder Room photoshoot.