

# Model Behaviour

Are your hands in tip-top condition? Do you moisturise regularly and have evenly-shaped nail beds and slender fingers? If your handiwork is the envy of your colleagues, head to the *Clothes Show London* on the 29-31 May for your chance to be handed a life-changing opportunity

HELENA BIGGS REPORTS



Leading UK hand model, Gemma Howorth posing for a shoot



**J**essica, and one of the UK's leading hand models Gemma Howorth, are joining forces to search for the hottest hands in Britain. One lucky winner will receive a coveted hand modelling contract from the agency Gemma is signed with - Hand Models Ltd, and a complete, tailored package from Jessica to care for model-beautiful hands and nails.

"Hand models are vital, not only to the nail industry, but to any industry with the need for beautiful hands, such as film, jewellery and advertising," says Susan Gerrard, MD of Gerrard International, the UK distributor of Jessica products.

"Beautiful hands add aesthetic value to all that they touch, from desserts to diamonds, but to showcase the best products, you need the best canvas possible."

From the pages of *Vogue*, *Marie Claire* and *Harpers Bazaar*, to posing for supermarket adverts and campaigns for Yves Saint Laurent, Gemma Howorth has tried her hand at a number of poses and shoots in her six years in the profession.

"Everyone always used to comment on my hands," she explains. "When I first went to see an agent at the age of 15, he said my hands were amazing and I was signed up! "Every job is completely different. One day could be hand modelling for Lily Cole, another could be a supermarket shoot."

But Gemma, whose favourite Jessica shade is Blush, warns that there's more to hand modelling than just having beautiful hands. "You have to be very patient, and that's a quality I'll be looking for at the *Clothes Show*."

"In a shoot for Max Factor, I had to lie on top of Hollywood actress Rose Byrne for three hours with my hand on her face and my little finger in her mouth just to get the shot, and recently I had to keep my hands in the same position for six hours. I couldn't go to the toilet and I had to be fed sandwiches!"

Jessica's head of marketing, Paul Gerrard, devised the competition, wanting to drive young fashionistas through the salon door and into the exciting world of hand modelling. Both the Jessica team and Gemma

will be looking for soft, blemish-free, skin with long fingers and nail beds. So if you want to shape up your hands, "moisturise, moisturise, moisturise!"

encourages Gemma. "I do it around 10-15 times a day and try not to wash my hands too regularly. I can't do things like gardening - although my husband doesn't let me get away with too much!"

If you think your hands will get the thumbs up from the Jessica team and Hand Models Ltd, register at the Jessica stand during the *Clothes Show London* where you can also grab a chilled glass of Champagne and have your talons tamed before having a picture taken of your hand. Finalists will be chosen on each of the three days, with the overall winner announced on 31 May alongside two runners up, who will each receive a hamper of Jessica goodies.

The competition is set to be tough, but at least when the claws come out, they'll be beautiful. **S**

[www.jessicacosmetics.co.uk/competition](http://www.jessicacosmetics.co.uk/competition)  
[www.gerrardinternational.co.uk](http://www.gerrardinternational.co.uk)  
[www.handmodels1.com](http://www.handmodels1.com)

Image courtesy of Gemma Howorth at Hand Models 1 for Johnson and Johnson

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