

GUARDIAN Malaysia, which is on a nationwide quest to find four women who best fit the bill as 'The Face of Healthy Beauty', has selected four finalists from 25 contestants in the first semi-final round in Johor Baru.

Nor Marissa Alia Ahmad Lokman, Sim Yun Jiew, Wienda Hidayu Harun and Yasmin Khalid will meet other finalists from other semi-finals to be held in Gurney Plaza, Penang; Central i-City Mall, Shah Alam; and 1Borneo Hypermall in Kota Kinabalu, Sabah.

The finalists will progress to the grand final in Shah Alam on July 27.

"This search for The Face of Healthy Beauty is not a beauty contest," said Guardian Health and Beauty Sdn Bhd (South-East Asia) chief executive office Soren Lauridsen at the recent launch.

"In our books, a healthy beauty is a person who lives life to the fullest in a healthy way, and has a distinctive style and pleasant personality. She is someone with a positive attitude, gives priority to being healthy and looks after her physical beauty too," said Lauridsen.

He added that the healthy beauty concept was at the core of Guardian's brand philosophy and borne from a consumer insight that good health was the foundation of true beauty.

"We discovered that our customers believe that true beauty comes from a healthy physical and mental state of being," he said.

By focusing on this consumer need since its first store opened at The Weld in Kuala Lumpur 52 years ago, Guardian has become the popular solution for health and beauty needs.

"Consumption trends have evolved driven by change in lifestyles and economic circumstances. Health and beauty are no longer as clearly defined.

"Guardian has evolved. From being a health and beauty store, our mission now is to inspire customers to live a healthy and beautiful life.

"To achieve our mission, we have trained our team members to be beauty and health care advisers, while continuing to offer the latest and most innovative health and beauty products," said Lauridsen.

The Face of Healthy Beauty was open to all Malaysian women aged 18 years and above.

The four winners will each sign a one-year contract as Guardian brand ambassador that comes with RM10,000 in cash, RM10,000 worth of Guardian vouchers, and RM5,000 each for them to give to a charity of their choice.

They will be featured on the cover of Guardian's brand catalogues and will receive products from participating sponsors.

For details, visit <https://theface.guardian.com.my>. Guardian customers can also vote for their winners from July 8 to 24 on the site.

Healthy beauties all set for grand finals

It is down to the wire to find retailer's brand ambassadors in July



The four finalists from the semi-final round in Johor Baru (from left) Yasmin, Sim, Wienda Hidayu and Nor Marissa Alia.