

# Revlon Realistic Diamonds and Dust Gala Event

This year, leading ethnic hair care brand, Revlon Realistic, was in search of a new gorgeous face to represent their brand and be crowned the next face of Revlon Realistic for 2010.









Aimed at the South African ethnic market, Revlon Realistic is a comprehensive range of ethnic hair care products, including relaxers, shampoos, conditioners, after care, treatments and styling products.

From July up until the end of August of this year, South African female citizens over the age of 18 from all over the country have sent in their pictures via MMS, a mobi-site, email and hard copy to stand a chance to be selected as a finalist in this competition. Finalists were selected and flown to Johannesburg to compete in the final gala event which took place at The Venue in Melrose Arch on 30 September 2009.

Talented, well-rounded and beautiful, the winner needed to embody and personify the brand's look, feel and unique key attributes, such as beauty; versatility; trust; reliability; glamour; and aspiration. The winner and new Face of Revlon Realistic looks forward to receiving a two year contract which includes educational, corporate skills and personal development benefits, as well as a cash prize of R100 000, among others.

Revlon Realistic welcomed the likes of DJ Fresh, Thabiso Sikwane, Dorah Sitole and Noluthando Gwebu in joining their Marketing Manager, Bronwen Kramer and Technical Advisor, Ricci Pillay, on the panel of judges for the evening.

After a truly scintillating fashion show, elated Anga Jamela, was crowned the new Face of Revlon Realistic with the lovely runners up, Mbali Bhengu as first princess and Enolicia Simons as second princess.

Revlon Realistic would like to thank all of their sponsors for the evening: Sowearto, Miglio Designer Jewellery, Revlon, Cameo, Nimue Skin Technology, JS Wellmed Clinic, True Love, Jet Club, LG, Distell, Cadbury and Dentyne.

Performances included well known vocalist and dance act, Khabonina as well as professional percussionist, Lucky Mthembu aka Kila Mafra.