

Senior Russian Model Becomes the Face of L'Oreal Paris Ad Campaign

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Valentina Yasen oldushkamodels / Instagram

A famous elderly model from Russia has been featured in an ad campaign for the French cosmetic giant L'Oreal.

Valentina Yasen, the 64-year-old <u>winner</u> of Russia's 2018 Glamour Model of the Year award, has <u>donned</u> magazine covers and <u>graced catwalks</u> as part of Oldushka, the Russian over-45 modeling agency. The retired theater actress <u>explained</u> that her son had helped her kick start her modeling career.

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С С
Публикация от Valentina Yasen (@valentinayasen) 24 Сен 2019 в 11:48 PDT

Yasen <u>announced</u> on social media Wednesday that she became the face of L'Oreal's foundation ad campaign.

The company's ad spot, published YouTube on Tuesday, briefly <u>features</u> Yasen alongside other younger models.

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"[Aging] does not scare me, because this is an unknown concept to me," Yasen <u>said</u> in an interview last year. "The way I looked in my youth can be still seen in photographs, they've all been saved."

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