

Press release April 2023

## **Miss England launches its first ever makeup free Miss London & South East contest**

Miss England is launching its first ever make up free regional heat competition.

The Miss London & South East Awards contest which qualify for the next Miss England grand final will be hosted completely make up free focusing on natural looks and beautiful hair.

Contestants will be invited to enter by submitting their make-up free image on the Miss England website and if selected, participate in the auditions, semi final photoshoot & final catwalk without wearing make up!

The reigning Miss London, “Anjali Sinha” said “ It’s wonderful to have this makeup free contest, it empowers us all very deeply and reinforces the idea of loving ourselves truly. There is so much negativity out in the social media and this is a great way to enhance positivity in our world. It allows all of us to embrace our true beauty, makeup free and unfiltered.”

Melisa Raouf a politics student at Kings College London who won the Miss England Bare face round in the 2022 finals was the first woman to walk the Miss England final catwalk make up free & started the #barefacetrendmovement on her Instagram account . . Melisa has since become an influencer for 7<sup>th</sup> Heaven skincare and will be one of the judges for this contest .

*Melisa said “As a judge for the Miss London & South East Awards contest, I am thrilled to be a part of a movement that celebrates natural beauty and uniqueness. I have struggled with insecurities about my appearance for as long as I can remember. This makeup-free contest is a powerful statement, promoting self-love and acceptance while encouraging women to feel confident and beautiful just the way they are. By creating this opportunity, Miss England is leading the way towards challenging unrealistic beauty standards and promoting authenticity. I believe that every woman is beautiful in her own way, and it's time to celebrate that. We should encourage each other to embrace our unique features and feel confident and beautiful, inside and out.*

Dar Bardot from the Hair by Dar Salon located at the Taj 51 Buckingham Gate Suites and residences . the hosts of the 2023 Miss London & South East regional finals is also a judge . Dar is hosting the first audition on 14th May. Dar believes Beautiful hair is key & said *"As a celebrity, hair designer, I will be looking for a winner with nicely trimmed shaped healthy-looking hair and natural beauty. It will be a refreshing change to meet all the girls make up free."*

Aerospace engineering student & reigning Miss England Jessica Gagen who is representing England at the next Miss World said *"In an age where social media is impacting the self-esteem of the next generation, I think it's important my generation ditch the filters and heavy makeup in order to highlight to school children that natural beauty never goes out of style - and that they should strive to succeed in their education as opposed to trying to conform to unachievable beauty standards"*.

**Angie Beasley the director of Miss England said** *"We want to continue our campaign to promote realistic and natural beauty to the younger generation. "*

## **To enter**

If you live work or study in London or the South-East of England enter the make up free heat of Miss England on line here at [www.missengland.info](http://www.missengland.info) or email your make up free image to [info@missengland.info](mailto:info@missengland.info)

## **PHOTO CREDITS**

CONTESTANTS OWN PHONE IMAGES CREDIT @missenglandofficial Instagram